MAR 23, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

The ripple widens

One of Virginia's largest bakeries called on W-L-E-E recently. They wanted us to help get the news around about their economy size loaf of bread.

They started out slowly. Twelve spots the first week. But on the 5th day of broadcasting . . . they saw we were producing.

The ripple widened!

They extended the 12 spots a week to 4 weeks. Then, knowing that W-L-E-E was doing a job for them . . . they handed us a "run until we tell you to stop" order . . . not only for the bread . . . but for their entire baking line!

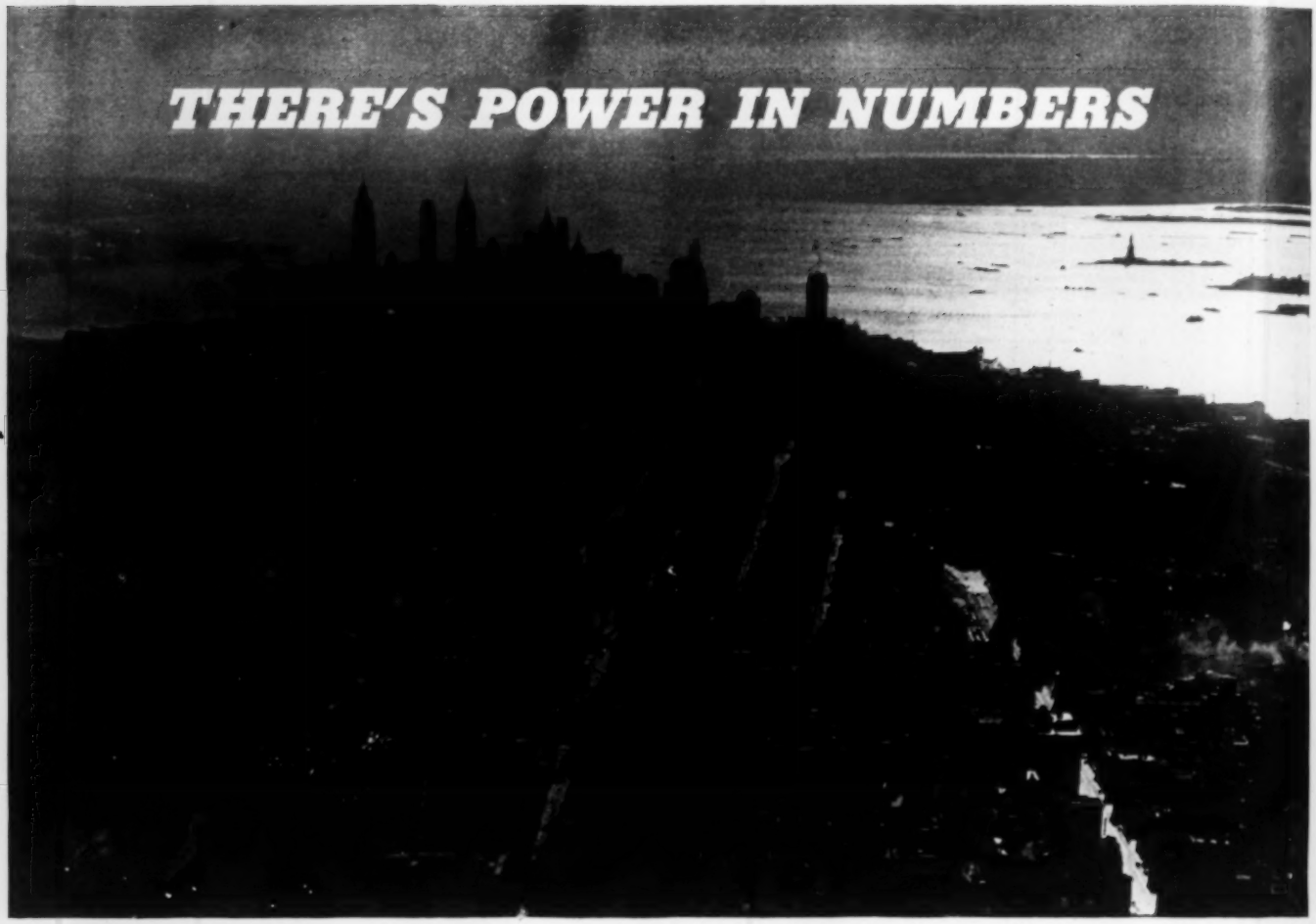
If you've got a job you want done in this top-of-the-South market . . . you can put your bet on W-L-E-E. And that's a fact!

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, Director • IRVIN G. ABELOFF, Gen. Mgr. • Rep. by HEADLEY-REED

IN THIS ISSUE: HEARINGS ON WHITE RADIO BILL—PAGE 14



WINS NOW 50,000 WATTS

Over the most densely populated area of New York City, WINS now has a clear, powerful directionalized daytime signal equivalent to 240,000 watts non-directional.

With its five-fold increase in power, WINS for the first time will deliver to metropolitan New York listeners a signal thoroughly comparable with the very best now available in that market.

And even though daytime power goes up, no immediate rate increase is contemplated. Any rate adjustment either up or down will, in the future as in the past, reflect our long standing over-all company policy of selling a demonstrated listening audience at the lowest possible cost-per-listener consistent with sound and constructive operation.

WINS AT WORK

CROSLEY BROADCASTING CORPORATION

WINS

NEW YORK

FIRST with "FAX" in PHILLY

WPEN was first in Philadelphia with regular Facsimile broadcasts and public demonstrations. That was no surprise to Philadelphians. It's what they expect of WPEN.

Early in April WPEN began regular daily Facsimile broadcasts to economical small-size receivers of flash news bulletins, livestock quotations, weather reports and stock prices. On April 28 WPEN gave the first public demonstration in Philadelphia of Facsimile on large-size receivers.

Philadelphians look first to WPEN for the best in sports, complete coverage of special events, the finest in music. They know WPEN gives them what they want. Our advertisers know that WPEN is a first buy in America's third city.

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

VICK CHEMICAL CO., New York, will start looking for station availabilities within next three weeks through agency, Morse International, New York, in preparation for seasonal spot campaign to start mid-September.

EVENTS last week have made Washington more of rumor beehive than usual. If Republicans win elections next year, will Commissioner-designate Robert F. Jones get nod for chairmanship? Or will Sen. Wallace H. White Jr., author of most of radio laws, who has announced his retirement at end of next session, be willing to assume chairmanship? He could have it for asking under almost any Republican administration.

WHY is Rep. Robert F. Jones, Ohio Republican, willing to accept FCC appointment at $10,000 per year when new Congressional pay is $12,500 plus $5,000 in tax-free allowances? Probable reasons: Two young children attending Washington schools; seven-year appointment as against two-year stint in Congress with rigors of campaigning; sees great opportunity for public service.

WHEN WORD CAME through last week of withdrawal of Wakefield nomination, that Commissioner, who has been serving as acting chairman since mid-May, asked Comr. Paul A. Walker to assume acting chairmanship. Chairman Charles E. Denny designated Mr. Wakefield to acting chairmanship because International Telecommunications Conference at Atlantic City is commanding bulk of his time.

WHITEHALL PHARMACAL Co., through Sullivan, Stauffer, Colwell & Bayles, New York, shopping for fall program to replace *Ellery Queen* Sun., 6:30-7 p.m. on NBC, scheduled to run until October.

PIERCE'S Proprietaries, Buffalo (Dr. Pierce's Golden Medical Discovery and Favorite Prescription), plans spot campaign. Agency is Duane-Jones, New York.

STATE DEPT. is going to get one real radio brain. Nomination of Gen. Charles E. Saltzman to be Assistant Secretary of State brings to American diplomacy son of late former chairman of Federal Radio Commission, Gen. Charles McK. Saltzman (1929 to 1932), who distinguished himself in communications work as well as in last war as Brigadier General.

INSERTION of stinger in tail of new NAB standards of practice may be delayed, but work on standards themselves moves briskly. Joint meeting of NAB standards and program committees may be called within fortnight to scan document, now in hands of drafting committee. If committees approve, standards can be mailed to board two months ahead of Atlantic City convention, when board next meets. But problem of setting up enforcement meas-

(Continued on page 106)

Upcoming

June 23: Resume hearings on White Bill, Senate Caucus Room.

June 26: Freedom of Expression Conference, NAB Hdqtrs., Washington.

June 26: NAB District 15 meeting, Claremont Hotel, Berkeley, Calif.

June 26: FM Assn. Board of Directors, Statler Hotel, Washington.

June 27: RMA-FM Assn. Liaison Committee, Statler Hotel, Washington.

June 27: Radio session, NRDGA Sales Promotion Convention, Palmer House, Chicago.

June 27: NAB District 2 News Clinic, Hotel Utica, Utica, N. Y.

Bulletins

THOMAS H. A. LEWIS, vice-president, director of radio, member of plans board, member of executive committee and stockholder, Young & Rubicam, Friday notified board that upon contacting President Sigurd Larmon, now in Europe, he will resign.

FIRM stand against brokerage of large campaigns taken by NAB Small Market Stations Executive Committee at closing session Friday (early story page 20). Similar opposition voiced at recent meeting of Sales Managers Executive Committee [BROADCASTING, May 19].

G. R. A. RICE, CFRN Edmonton, elected president of Canadian Assn. of Broadcasters. He is member of board of directors. Harry Sedgwick, CFRB Toronto, elected chairman of board.

MUSCLE SHOALS Broadcasting Co. directed Friday by National Labor Relations Board to recognize Radio Broadcast Technicians Local 1564 (IBEW) as bargaining unit for operators at WLAY Muscle Shoals City, Ala.

Business Briefly

SEMLER SHIFT ● R. B. Semler Inc., New York (Kreml), July 14 begins *Eddie Duchin* on ABC, Mon., Wed., Fri., 4:30-4:45 p.m. July 7 Semler discontinues *Adventures of Sherlock Holmes* on ABC Mon., 8:30-9 p.m. Agency, Erwin, Wasey & Co., New York.

ABC DAYTIME SELLOUT ● ABC will mark complete sellout of all commercial daytime periods July 1 when Toni Co., St. Paul, expands sponsorship of final quarter-hour of *Ladies Be Seated* from thrice-weekly to five-weekly, 3-3:30 p.m. Agency, Foote, Cone & Belding, New York.

SPOT EXPANSION ● General Foods Corp., New York (Post Corn Toasties), which started one-minute spot and chain breaks June 9 through Sept. 30 on 65 stations in 45 markets, expects to add dozen additional markets during summer. Agency, Benton & Bowles, New York.

PEACH PLANS ● South Carolina Peach Growers Assn., Spartanburg, S. C. (Palmetto Queen peach), beginning in August starts seasonal spot campaign in 30 markets on 40 stations for several weeks. Agency, Paris & Peart, New York.

McCORMICK NAMES ● McCormick & Co., Baltimore (tea, spices) to Sullivan, Stauffer, Colwell & Bayles, New York. Expanded use of all media, including radio, planned for rest of year.

DORLAND APPOINTED ● Ticonderoga Pencil Division of Joseph Dixon Crucible Co., Jersey City, to Dorland Inc., New York, for advertising in foreign markets.

TWO RELIGIOUS GROUPS SUPPORT WHITE BILL

WHITE BILL drew support Friday from two church representatives. Rev. Carl McIntire, vice president in charge of radio for American Council of Christian Churches, and William S. Bennet, its counsel, said networks are unfair to religion (early story page 14).

BMB Board Drops Plan for 1948 Study

BMB BOARD, meeting Friday, suspended plans for 1948 study while developing long-range plan tending to make BMB operations permanent and continuous, which board approved in principle.

Board approved recommendation of its Research Committee that BMB refrain from engaging in program measurements at this time and notified C. E. Hooper this precludes purchase of his organization (early story page 20).

Full slate of officers was reelected with J. Harold Ryan, chairman; Justin Miller, NAB, Paul West, ANA, Fred Gamble AAAA, first, second and third vice chairmen, respectively. Joseph Allen, Bristol-Myers Co., and Leonard Bush, Compton Adv., elected to Executive Committee to give ANA and AAAA two members each.

Board approved recommendation of its Research Committee that total weekly audience be retained as basic measurement for study No. 2, supplemented with data on daily listening, and that relationship between BMB and other radio research be studied under joint auspices of BMB and university to be selected. Two-year university fellowship will conduct this study. BMB will not seek to establish standards for radio research for the entire industry. All board decisions were unanimous.

BMB board action Friday follows recommendation of NAB board, that 1948 study be deferred and long-range program be developed [BROADCASTING, May 26].

Kansas City, geographically the center of the United States, has long been known as the "Heart of America." Around this sturdy, pulsing heart of the nation, lies the rich and expanding industrial and agricultural area—MID-AMERICA!

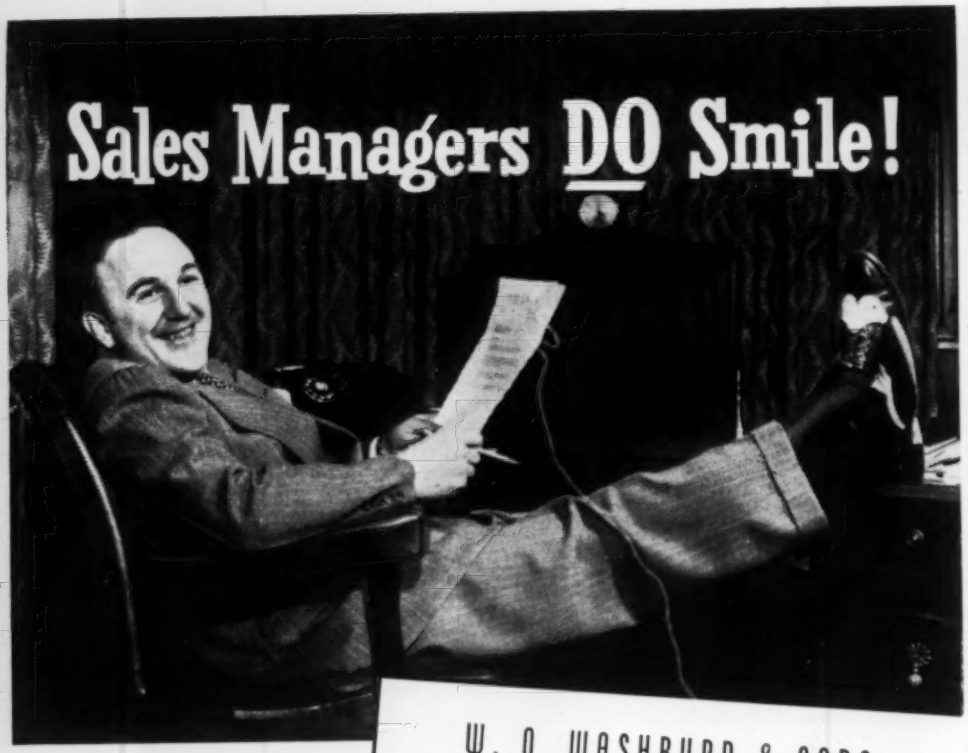
The expanding radio coverage of KCMO, made possible with 50,000 Watts day, 10,000 Watts night (nearing completion) at a new frequency of 810 kc., will carry your sales story far beyond the boundaries of Greater Kansas—into EXPANDING MID-AMERICA.

National Representative: John E. Pearson Co.

KCMO

Kansas City, Mo. — Basic ABC for Mid-America

Sales Managers DO Smile!



...and Frosty Blair, our national rep, has Good reason!

Hooperating at a fat 11.7, UMBRELLA MAN now is available three or six days a week. You know what that means. If you are interested in a proven, top-drawer program, with exfra services and extraordinary sales potency, call us or Petry today!

W. O. WASHBURN & SONS
INCORPORATED
Distributors of Balm Argenta
500 ROBERT STREET • SAINT PAUL, MINNESOTA

June 10, 1947
Air Mail
Special Delivery

Mr. Forrest Blair
c/o Radio Station KOIL
Omaha, Nebraska

Dear Frosty:

We want to say thanks to you and your staff for the splendid way in which you followed through with our Umbrella Man program. This was the first time on this station, and we liked the way you not only fulfilled all the promises made to us last Fall, but gave us many other services as well.

The personal attention you gave our program and product, along with the extra merchandising services, helped to make the program successful. Some of these extra services included: manpower assistance given during our first physical check of the stores, a telephone survey of each store telling us that the stores had run out of samples sooner than we expected and we should discontinue the sample offer over the air, plus many opportunities of extra sampling on other programs. These were in addition to direct mail to dealers, streetcar cards, taxi signs, and extra spot announcements to further build interest in the show.

There is no question but that at the end of the Umbrella Man campaign the sales of Balm Argenta were in a far healthier condition than what they were in the beginning. The dealer attitude was very much improved, and the consumer was buying at a considerable increased rate.

We have just seen a consumer survey of the Omaha market, and call your attention to the very much improved position of Balm Argenta today in relation to what it was last year.

Thanks again for the fine cooperation of yourself and staff.

Very truly yours,
W. O. WASHBURN & SONS, INC.
J. S. Moore
J. Stuart Moore

lah

STUART STATIONS
KOIL KOIL

CHARLES T. STUART,
President and
Executive Director
Executive Offices,
Stuart Bldg., Lincoln, Nebr.

W. J. NEWENS, Station Manager

KOIL
OMAHA COUNCIL BLUFFS
BASIC ABC
1290 KC
5000 WATTS
Represented by EDWARD PETRY CO., INC.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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James Montagnes, *Manager.*

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• Reg. U. S. Pat. Office

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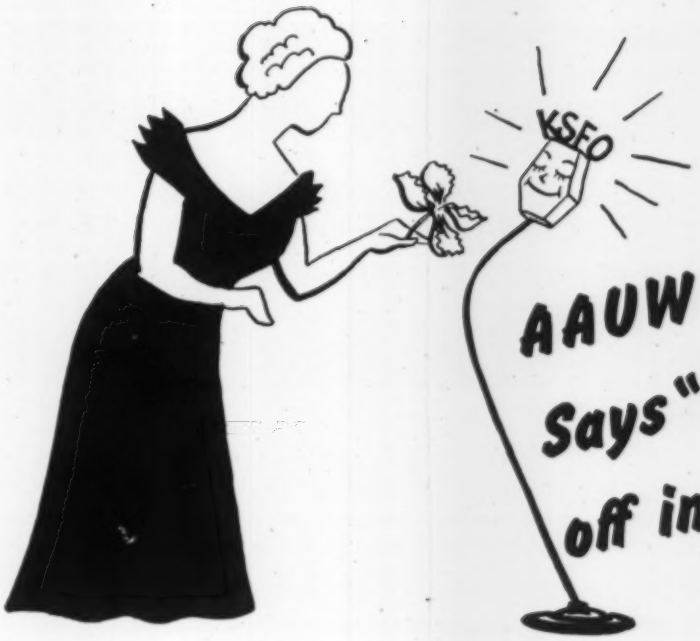
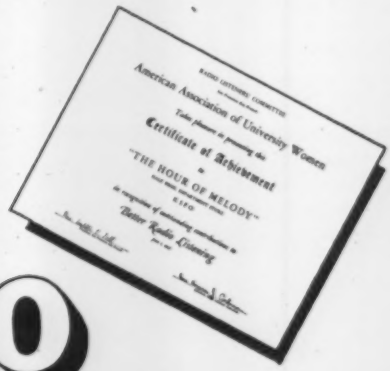


AAUW Pins an Orchid Says "KSFO Music pays off in better listening"

KSFO's music policy is building a tremendous audience of appreciative, responsive listeners. Latest orchid pinned on the KSFO mike is an award of merit by the American Association of University Women for the "Hour of Melody." This show, now entering its 5th year, is sponsored one hour nightly seven nights a week on KSFO by Hale Brothers, leading San Francisco department store. McCann-Erickson is the agency.

Many other top-name advertisers are thriving on KSFO's "music-preferred" audience. Department stores, beverage, banks, pharmaceuticals, clothing, foods, real estate, automotive . . . All have found KSFO music sells economically, effectively and constantly.

Hale Bros. Executives Receive AAUW Award Reading L. to R. Newton J. Hale, chairman of the Board; Marshal Hale, Jr., President; Patricia Harris, Promotion Mgr. KSFO; Colan McKinnon, Assistant General Sales Promotion Manager.



560 KSFO SAN FRANCISCO

Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager

Represented by Universal Radio Sales,
New York, Chicago, Los Angeles, Seattle

URS

. . . the many

...bout Pine City (pop. 2,000)

...and sent to the State Legislature

. . . and WCCO

On January 7, George Clem left his real estate and insurance office in Pine City, Minnesota (pop. 2,000)... said goodbye to his wife Helen and their two children—nine-year-old Cleo Ane and three-year-old Stuart Peter... then drove 96 miles to Minneapolis, where he took his seat in the State Legislature as Representative of the 25,000 Minnesotans of the 56th District.

During the 16 weeks between January 7 and April 26, 36-year-old Representative Clem attended 61 committee meetings, cast his ballot for or against 420 bills, and did committee work on or co-authored 22 resolutions. One bill provided for Improved Livestock Control in Rural Areas; another established a million-dollar Veterinarian School at the University of Minnesota; all were designed to benefit the life and livelihood of his agricultural district.

And at night, Representative Clem learned how he could report these activities most effectively to his Pine City constituents by attending "The Radio School for Legislators"—conducted by 50,000-watt WCCO. Everything from the dangers of rolling his r's and hissing his s's... through "mike technique"... to platform poise, was taught to Representative Clem by a faculty of experts: WCCO's Educational Director E. W. Ziebarth, who for ten years has taught radio speech at the University of Minnesota, Program Director Gene Wilkey, News Director Sig Mickelson, and Farm Service Director Larry Haeg.

Last month, graduate George Clem wrote to a faculty member of WCCO's Radio School: "When I faced the microphone on May 14 to address the Pine City Commercial Club regarding my legislative activity, I knew that my attendance at the WCCO Radio School had been time well spent. Thank you, gentlemen, for some very valuable assistance. And thanks, too, for instruction which made it possible for me to make Pine City a better-informed community about Minnesota legislation."

Making the people of Pine City better-informed citizens by making Representative Clem a better speaker is the kind of service that has made WCCO "The Good Neighbor to the Northwest." It helps explain, too, why—day and night—more people listen to WCCO than to any other station in the Northwest.

"Good Neighbor to the Northwest" WCCO

MINNEAPOLIS-ST. PAUL, COLUMBIA OWNED, 50,000 WATTS. Represented by RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS. NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO, ATLANTA

Remember the story about...

THE LION AND

THE MOUSE?

They made a monkey out of the mighty monarch of the jungle. He fell prey to a trap. But the mouse knew all the ropes . . . so he gnawed through them and set the lion free.

And the radio moral of the story is: Down here in Washington the way to put on the bite, with no strings attached, is by using WWDC. You'll be free of any sales problems with this sales-result station that gives you low cost per sale. WWDC belongs on that next list!

Keep your eye on

WWDC

IN WASHINGTON, D. C.

AM and FM

FORJOE & COMPANY

Feature of the Week

Stucco structure of rambling ranch house design which will house new 50-kw transmitter of KEX Portland, Ore.

LATEST STEP in the million-dollar Westinghouse broadcasting expansion in the Pacific Northwest was scheduled for today (June 23) —the breaking of ground at Clackamas, near Portland, Ore., for the building which will house the new 50-kw KEX transmitter.

C. S. Young, station manager, presiding at ceremony, planned to use the spade used by the late Dr. Frank Conrad, broadcasting pioneer and godfather of KDKA Pittsburgh, in breaking ground for the present KDKA transmitter installation. The spade, now owned by Si Steinhauser, radio

(*Continued on page 94*)

Sellers of Sales

PROBABLY the only ex-copper mucker in radio today is Edmund Breckenridge Abbott, vice president and radio director of Shaw-LeVally Inc., Chicago.

When Ed transferred from Dartmouth College to the U. of Minnesota he had ambitions of becoming a geologist and exploring the remaining undiscovered sections of the globe for gold and other precious metals. Nobody ever started more literally from the bottom up, because Ed's first job as a geologist was digging for copper in an Anaconda mine 2700 feet below the surface of the earth near Butte, Mont.

Five months later he realized that the only gold to be found in a copper mine was in the owner's safety-deposit box and he quickly came up for air and a new job. After working for GMAC and Universal Credit Co. as a field credit man he broke into radio at WCCO Minneapolis. Applying for a job as a salesman he was given an audition and wound up as an announcer. Seven years later he resigned to join Salt Lake City, KSL. When the job was completed he moved to WBBM Chicago as a producer-director and stayed until 1942 when an Army Recruiting poster led him to enlist. Once again he was starting from the bottom up, climaxed by his promotion to a captaincy and duty as liaison officer, radio branch of the AAF in Washington, D. C.

On receipt of his ruptured duck in 1945, Ed returned to Chicago to join the radio department of Dancer-Fitzgerald-Sample as assistant to Roy Winsor. In that capacity he was responsible for all commercial production for General Mills and Procter & Gamble radio in Chicago. The lessons he learned there and the excellent grades he received led to his present position with Shaw - LeVally. As account executive on Household Finance Corp. he supervises production on *The Whistler*, on CBS, on Wednesday, in addition to other media including newspaper, carcard, matches, and an extensive spot radio schedule.

ED

Aside from his duties as an agency account executive, which also includes radio for Standard Milling Co., and College Inn, Ed, a bachelor, devotes his leisure time to tennis, record collecting which ranges from Bach to Boogie, and photography. In all three hobbies, he admits to being an amateur.

Ed was born Feb. 5, 1906, in St. Paul.

A STEINMAN STATION

WDEL

WILMINGTON DELAWARE

SELLS

5000 WATTS DAY & NIGHT

Represented by

RADIO ADVERTISING COMPANY

New York • Chicago

San Francisco • Los Angeles

NBC AFFILIATE

"RENDERING A SERVICE . . . SECOND TO NONE"

That's part of the testimonial accorded WNEB when the Worcester Common Council adopted a resolution at a recent meeting, expressing appreciation to the station for broadcasting the Council sessions. These regularly scheduled broadcasts of the City Council are an important part of the program structure which continues to earn for WNEB increasing listener loyalty.*

And listener loyalty in the Worcester market can only mean increased sales for our advertisers. In this key New England city, buying income and retail sales are far above the national average . . . and it is here that WNEB's coverage is concentrated. If you want the most out of your advertising dollars in Worcester—WNEB belongs on the schedule.

*Hooper Station Listening Index March-April 1947

SHARE OF AUDIENCE

	WNEB	Network Station A	Network Station B	Network Station C	Network Station D
Total Rated Time Periods	**24.0**	40.5	12.8	10.6	10.6

WNEB

WORCESTER SERVING NEW ENGLAND'S THIRD LARGEST CITY **MASSACHUSETTS**

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.

NO. 14—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

TELETYPES!

This scintillating sketch, dear friends, portrays our William W. Bryan, Manager of the Detroit Office, in a scene that's re-enacted by many of our F&P Colonels every day of the world. We use our teletypes very freely (ask our Treasurer!) to get you the facts you want, *when* you want them! If it's speed you need, we've got it for you!

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TELEVISION:	
ST. LOUIS	KSD-TV

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Since May, 1932

NEW YORK: *444 Madison Ave.* CHICAGO: *180 N. Michigan Ave.* DETROIT: *Penobscot Bldg.* FORT WORTH: *406 W. Seventh St.* ATLANTA: *Palmer Bldg.* HOLLYWOOD: *6331 Hollywood Blvd.* SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 32, NO. 25 WASHINGTON, D. C., JUNE 23, 1947 $5.00 A YEAR—20c A COPY

Jones Naming May Herald FCC Shake-up

President Selects Ohioan; Recalls Wakefield

By SOL TAISHOFF

PRESIDENT TRUMAN intends to clean up what he regards as an unsatisfactory situation at the FCC.

That was the clear inference drawn from his summary action of last Wednesday in unceremoniously withdrawing the nomination of Ray C. Wakefield, California Republican, which had been submitted on May 21. Simultaneously the President nominated Rep. Robert Franklin Jones, of Lima, Ohio, a regular Republican, for the seven-year term which begins July 1.

The President's action may be only the beginning. Mr. Wakefield's reappointment had been vigorously espoused by FCC Chairman Charles R. Denny. Withdrawal of the appointment, it is understood, came without the consent of the FCC chairman. This was interpreted in some quarters as a break with the President.

Not Active Candidate

Rep. Jones, a 40-year-old attorney who has the solid backing of the Republican majority, was not an active candidate for the FCC. In regular Republican circles, reappointment of Mr. Wakefield was frowned upon. Questions had been raised as to his party fealty both at the Republican National Committee and in majority councils in Congress.

There were prompt behind-the-scenes repercussions. Senator John R. Knowland (R-Cal.) who had endorsed Mr. Wakefield's reappointment along with other California legislators, is understood to have protested vehemently to the Republican leadership. Several "liberal" Democrats also were aroused.

It was expected that Rep. Jones' nomination would be considered by Senator White's Interstate and Foreign Commerce Committee at its regular meeting this Thursday. Ordinarily the nomination of a member of Congress is favorably reported as a Congressional courtesy and Senate confirmation promptly ensues.

The unusual turn of events last week, however, may alter this procedure. Chairman White expressed surprise at the withdrawal of the Wakefield nomination. Proponents of Mr. Wakefield argued that the failure of the White Committee to act promptly was responsible for the incident.

Herculean efforts are being made to convince the President that he has erred and should reinstate Mr. Wakefield's nomination. But those close to the Chief Executive felt that, having made up his mind, he would not change it. Everywhere the feeling was that a major political incident had erupted and that there would be reverberations from the Capitol to the White House for weeks.

Rep. Jones, regarded as a conservative Republican of the Taft school, was urged to accept the post by some of his colleagues. It is learned authoritatively he was endorsed not only by regular Republicans but by the leadership on the Democratic side of both House and Senate. He recently won acclaim as the Chairman of the House Appropriations Subcommittee which handled the Interior Dept. appropriations and cut the Budget Bureau's recommendation nearly 50%.

Rep. JONES

Withdrawal of the Wakefield nomination came with dramatic suddenness last Wednesday. There

(*Continued on page 94*)

Republican May Be In Office Within Fortnight

By PETER DENZER

COLLEAGUES OF ROBERT F. JONES, new nominee to the FCC say his appointment will be a gain for the Commission and "a distinct loss to Congress."

The tall, broad-shouldered Ohioan has a self-effacing capacity for hard work, a quality which gained him a seat on one of the most demanding Committees in Congress—Appropriations. He came to Congress in 1939 as a comparative youngster—only 32-years old and the following year was named to the Committee where this year he served as Chairman of the Interior sub group.

This was the Committee which struck almost 50% from the budget of the Interior Dept. Such action, say fellow Congressmen, takes courage and integrity since the Interior Dept.'s activities are spread all over the country with patronage jobs a-plenty.

Mr. Jones' office in the New House Office Building across from the Capitol is singularly unadorned considering the more than eight years service of its present occupant. The lack of mementoes on the desk, and the usual tributes from visiting "firemen" was attributed by the Congressman to the fact that "all I've ever known is work—that's my occupation and my hobby."

Although he has an administrator's capacity for work, he has the politician's insight into people. This he said, he learned from his father whom he credited with "great political shrewdness although he never ran for office."

He was born in the small town of Cairo, Ohio. His father, now deceased, was a grocer with a keen interest in the machinery and history of political movements. This interest was incorporated into the early training of his son, with no thought that he would later be

(*Continued on page 93*)

FTC Jurisdiction Is Sought In Race Result, Prize Shows

By JOE SITRICK

FIRST EFFORT in modern radio annals to invoke jurisdiction of the Federal Trade Commission against stations broadcasting horse-racing results, on grounds of alleged unfair competition, was instituted last Wednesday with the filing of complaints against two Washington area stations by WWDC Washington.

WWDC, an old-established independent controlled by Joseph Katz, of the Baltimore advertising agency, and his son-in-law, Ben W. Strouse, of Washington, filed the complaints against WARL Arlington, Va., and WGAY Silver Spring, Md., both new daytimers which began operation this year. The complaints filed through the law offices of Pierson & Ball, alleged that the racing programs result in "unfair methods of competition and unfair practices in commerce which are resulting in injury to the public interest."

Whether the FTC will assume jurisdiction could not be ascertained last week, coincident with the filing of the complaints. James A. Horton, director of the office of legal investigations, declared the complaints were being studied to ascertain whether the Federal Trade Commission Act applies.

The FCC on a number of past occasions, has inquired into possible prosecution of so-called borderline "lottery" broadcasting, into which category the broadcasting of racing results and money-giveaways had been placed, but has never taken action. In the celebrated "Pot-O'Gold" network case of several years ago, the Dept. of Justice, following an investigation at the behest of the FCC, held the case "not prosecutable."

The FCC, however, has taken such programs into account in considering renewal applications and in connection with FM and television applications of the affected AM licenses. It has inveighed against such broadcasts in its written opinions.

In the case of WGAY, the com-

(*Continued on page 92*)

Philco Tops The Field —Page 17

Uphill Fight Seen for Law to Curb FCC

Miller Views Draw Crossfire; White Seeks Action

A WEEK of hearings on the White Bill (S-1333) was sufficient to convince top representatives of American radio that they face an uphill fight for legislation that will remove FCC from the sphere of program regulation and put radio on a parity with the press.

The legislative outlook was regarded by industry representatives as bleak indeed following hearings before the Senate Interstate Commerce Subcommittee which ran from Tuesday through Friday and will continue this week. Chairman Wallace H. White Jr. (R-Me.), author of the controverted measure, committed himself to prompt redrafting of the bill and said flatly he would press for action at this session and in all events at the next session, which begins in January.

Almost from the outset of the hearings, hostility of the committee toward legislation that would restrict FCC to regulation of mere physical aspects of radio became apparent. NAB President Justin Miller, who presented radio's case in chief, was subjected to a strafing cross-fire from committee members when he unremittingly urged that Congress revise the White Bill to assure full application of the First Amendment to insure radio's full freedom.

White Says Talk Is Sort of "Red Herring"

His thesis met stone-wall opposition from several committee members, notably Senators White, E. W. McFarland (D-Ariz.) and Edwin C. Johnson (D-Colo.).

"All this talk about freedom is talk about something that doesn't exist," Senator White declared at one point. At another he said it seemed to be a sort of "red herring." Still again he observed that "trends indicate to him that radio is moving "toward the public utility concept," much as he disliked to see it, and that broadcasters by their opposition to regulatory legislation are "asking for abolition of the notion that broadcasting is not a common carrier."

Charges of "sanctimoniousness" and "raving and ranting" were leveled against some of the industry representatives by Senator Johnson, who at another point accused one witness of "picayunish quibbling."

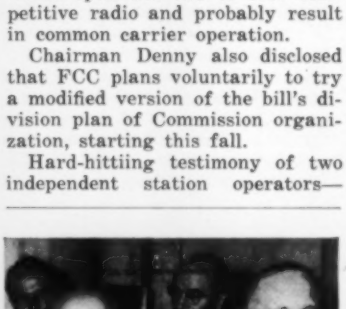
NAB President Miller, asked point-blank whether he preferred the present law to the White Bill as written, replied forthrightly that he felt radio was better off as the law now stands. Similar views were given by many other spokesmen.

FREQUENT EXCHANGES, all on a friendly level, occurred between Sen. Wallace H. White Jr. (R-Me.), author of the White Bill and chairman of the Senate Interstate & Foreign Commerce Committee (r), and FCC Chairman Charles R. Denny (l), when Senator White's radio subcommittee opened hearings on the measure (S-1333).

In contrast to the rough going experienced by Judge Miller, FCC Chairman Charles R. Denny, the first witness, sailed through a two-hour presentation with a minimum of difficulty. He too opposed legislation at this session, and spoke out against most of the controverted provisions of the bill, warning that at least one provision would spell the end of free competitive radio and probably result in common carrier operation.

Chairman Denny also disclosed that FCC plans voluntarily to try a modified version of the bill's division plan of Commission organization, starting this fall.

Hard-hittiing testimony of two independent station operators—Harry Bannister, general manager of WWJ Detroit and Marshall Pengra, general manager of KRNR Roseburg, Ore.—clarified the atmosphere somewhat at the Friday morning session.



IN THE NBC delegation were (l to r): Front row, Niles Trammell, president, and John T. Cahill, board member and counsel; back row, Charles P. Hammond, director of Advertising and Promotion Dept.; Horton Heath, Information Dept. director.

Frank Stanton, CBS president, Joseph Ream, CBS executive vice president, and Edgar Kobak, MBS president, were among other Friday witnesses. The main theme was the same throughout: get FCC out of program and business regulation and let radio thrive as a free competitive enterprise, not half-slave.

Niles Trammell, NBC president, was scheduled to lead off testimony today (Monday), to conclude the main case for the broadcasters. Don S. Elias, WWNC Asheville, N. C., also is scheduled to appear then. After that the schedule is hit-and-miss, with representatives of prohibition, freedom and other organizations tentatively slated. Groups which have asked for time include Cooperative League, Progressive Citizens of America, and National Temperance & Prohibition Council.

Efforts will be made to conclude the hearings by Thursday, probably with morning sessions only. Remaining to be heard after the Monday session are a number of church, temperance and cooperative groups which have complaints against radio, and several individuals interested in radio. Among the latter is Rear Admiral S. C. Hooper, former director of Naval Communications.

Speaking without notes, Mr. Bannister, chairman of the NBC affiliates committee seeking to set up an association of all affiliates, urged elimination of the bill's option-time revisions on grounds that networks contribute most to radio's important status. He argued against program regulation and for the free right of the listener to dial as he pleases. He struck a responsive chord with the Committee.

Mr. Pengra, speaking as a small market station operator, objected sharply to "business regulation" of stations, to the need for filing financial reports beyond those furnished Internal Revenue Dept., and to questionnaire paper work. He insisted there is no limitation on facilities, as FCC contended, and that this is evidenced by the more than 1,700 AM stations now authorized, many of which he predicted will fall by the wayside.

CBS President Stanton urged that radio be "turned back" to broadcasters, and, with other network spokesmen, emphasized particular opposition to the proposed 25% coverage rule on multiple ownership or other arbitrary limit on radio growth. Mr. Kobak, MBS president, pleaded for "program control by public opinion." ABC President Mark Woods, testifying Thursday, insisted that the approach should be toward elimination of existing unnecessary restrictions, not introduction of further limitations on broadcasters.

Exchanges between Judge Miller and committee members at times were tinged with acrimony. Senator White, obviously nettled over efforts of NAB and the networks to get a postponement of the hearings, pulled no punches in his criticism of the manner in which the hearings had been approached.

Chairman White and other committee members wanted to know why broadcasters, through NAB or other entities, hadn't proposed the kind of legislation they would like to see enacted. He lamented that not a single authorized representative of the communication fields had counseled with him on his bill, which, he confessed, was a patchwork of the old White-Wheeler Bill of 1943 with some additional ideas of his own.

Miller Promises NAB Will Submit Draft

The line of inquiry brought from Judge Miller the promise that NAB would submit a draft to the committee as promptly as he could. This came after Judge Miller had left the witness chair Wednesday afternoon, and after he had told the Subcommittee that broadcasters had not been given enough notice for the hearings.

Judge Miller's refusal to give ground against the onslaughts of Senators White, McFarland and Johnson won the plaudits of the some 150 representatives of stations, networks and other radio groups present. He said he would fight for the rest of his life, if need be, for his concept of an American radio as free as the press.

Usually mild mannered, Senator White became bellicose at times. He cut witnesses down repeatedly with the instruction that they place their statements in the record and confine oral presentations to short reviews or interpolations.

Judge Miller and the presidents of the four networks—Niles Tram-

CBS REPRESENTATIVES at the hearings included Frank Stanton (r), president of the network, and Joseph H. Ream, executive vice president.

PRESENT during virtually all of last week's sessions were (l to r): Chairman White, author of the radio bill; Senator Moore (R-Okla.) and Senator McFarland (D-Ariz.). Standing is Edward Cooper, committee communications expert. Other senators who attended last week's hearings included Johnson (D-Colo.); Magnuson (D-Wash.); Capehart (R-Ind.); and McMahon (D-Conn.).

nell, NBC; Frank Stanton, CBS; Mark Woods, ABC, and Edgar Kobak, MBS—plus Frank Mullen, NBC vice president and general manager, visited with Sen. Robert A. Taft (R-Ohio), chairman of the Republican Policy Committee, Tuesday afternoon. They received little solace, it was understood, and there was no indication that the subject of the White Bill or radio legislation generally would be placed on the agenda of the Policy Committee at this session.

Senator White personally took charge of all sessions save for a short time Thursday when he had another appointment and turned over the presiding officer's chair to Sen. Homer E. Capehart (R-Ind.) Other Subcommitteemen sitting with him intermittently throughout the week were Warren G. Magnuson (D-Wash.), Edward H. Moore (R-Okla.), and Messrs. Johnson and McFarland.

Session-by-session account of the testimony follows:

TUESDAY MORNING

FCC Chairman Denny, first witness, presented a 55-page section-by-section analysis of the bill, describing his statement as representative of the views of the entire Commission even though Comrs. E. K. Jett and E. M. Webster, attending the International Telecommunications Conference at Atlantic City, were not at the hearing.

There were frequent pointed but friendly exchanges between Mr. Denny and Senator White over such sections as those splitting the Commission into separate divisions, which FCC viewed as desirable in principle but not in detail, and the provision relating to equitable distribution of radio service, which Mr. Denny considered a threat to free enterprise in broadcasting.

The FCC chief insisted there should be three FCC divisions—one for safety and special services as well as those for broadcast and common carriers—and that each division should have more than three members to avoid the possibility of 2-to-1 votes on major policy matters. Enlargement of the Commission might be necessary to achieve larger divisions, he added.

Senator White, conceding at one point that "you're persuasive but you haven't convinced me," contended that the full Commission under the bill might sit as a "third division." Mr. Denny feared this would not give sufficient attention to safety and special services, which he thought in two years will have taken the emphasis away from broadcast matters in FCC work.

Chairman Denny strongly opposed the bill's plan to limit activities of the chairman, who he said would become a "ceremonial figurehead." He found no fault with the proposal to have the chairman elected annually by the Commission instead of appointed by the President.

His description of the division plan which he said FCC could effectuate by Oct. 1 was:

> One plan that we have under study at the present time contemplates three divisions, each to be composed of four members: a Broadcast Division, a Common Carrier Division, and a Safety & Special Services Division. Each division would have a chairman who would serve on that division only. All other Commissioners would serve on two divisions. And it has been suggested that the Chairman of the Commission might serve on all three divisions so as to provide a connecting link between the three fields of Commission activity. Where a division is evenly divided (2-2), the matter automatically would be referred to the entire Commission. Such a system would insure executive leadership in each field and at the same time would preserve the advantage of securing the judgment of the full Commission on important questions of policy.

Mr. Denny agreed to draft and submit to the Subcommittee an order by which the system might be set up, asserting that FCC intends to give some division plan a three or six-month trial this fall, after the Atlantic City conference.

He said FCC favored permissive legislation, as in the present act, but that Messrs. Wakefield and Walker endorsed the division system so heartily that they wanted it made mandatory if not undertaken voluntarily.

The FCC executive feared that free enterprise would go "out the window" if the bill's equitable distribution provisions require FCC to consider a community's ability to support new stations in passing upon non-competitive applications.

It would be necessary, he said, to set up a standard governing "fair returns" of stations, plus a uniform system of accounts. A similar result, he added, might come from the requirement that grants be set for hearing if protested by existing broadcasters who claim economic damage from the new authorizations. Hearings on all applications might be desirable, he said, but should be required as a matter of law whether there are other protests or not.

White Fears Future Frequency Shortage

Senator White, not agreeing that the bill imposes economic threats, noted that FCC now makes grants to all qualified applicants and contended that many stations face failure. He said he feared the time would come when there would be no frequencies left for new applicants.

Mr. Denny agreed that many do face failure but insisted there should be no limits on the competitive system of broadcasting. He said competition will improve programming and that "there are vast opportunities in radio and large reservoirs of both listening audiences and sources of revenue which are as yet untapped." Any plan that would permit better distribution of service without threatening free competition will be welcome, he indicated, though he doubted such a plan could be devised.

He termed impractical a suggestion by Senator Johnson that FCC

(*Continued on page 96*)

Witnesses Heard on White Bill

NAME	FOR	PAGE
Charles Denny, Chairman	FCC	15
Frank Roberson, legislative committee chairman	FCC Bar Assoc.	96
Justin Miller, President	NAB	97
Don Petty, gen'l counsel	NAB	99
A. D. Willard, exec. vice president	NAB	102
J. N. (Bill) Bailey, executive director	FMA	102
Robert K. Richards, public relations director	NAB	102
Frank E. Pellegrin, director of broadcast advertising	NAB	102
Harold Fair, program dept. director	NAB	103
Paul W. Morency, manager	WTIC & WTIC-FM Hartford	103
Campbell Arnoux, president, general manager	WTAR Norfolk, Va.	103
Mark Woods, president	ABC	103
Harry Bannister, general manager	WWJ Detroit	104
Marshal Pengra, manager	KRNR Roseburg	104
Frank Stanton, president	CBS	104

Statements of Edgar Kobak, MBS president, and Joseph Ream, CBS executive vice president, for Friday afternoon testimony on page 105

NAB President Justin Miller as he presented to the Senate Interstate and Foreign Commerce Subcommittee the case in chief recommending sweeping revision of the White Bill (S-1333) to amend the Communications Act.

BORG-WARNER'S NORGE UNIT STARTS USING TV

NORGE Division of Borg-Warner Corp. is becoming a full-fledged member in the commercial television field, participating in regularly-scheduled video programs over WWJ-TV, Detroit station owned by the *Detroit News*.

Norge entered the field June 1 with commercials in the form of demonstrations in which features and advantages of the current Norge refrigerator and electric range were cited and explained. Theme of presentations was to "take the audience backstage," explaining how various shots were made with three different cameras being used.

First program, a half-hour presentation, included acts by several entertainers from Detroit night spots. Telecast was estimated to have reached 5,000 persons in Detroit area with excellent reception reported as far away as 25 miles in Pontiac.

Norge officials pointed out that the purpose of the show was not to obtain tangible results through immediate consumer reaction, but rather to test techniques for future programs.

New Trade Mark Statute Goes Into Effect July 5

MANY types of advertising identifications and service marks may be registered under the new Trade Mark Act (Lanham Act) which becomes effective July 5, according to Commissioner of Patents Casper W. Ooms. The act adds many new types of marks not now registrable [BROADCASTING, April 28].

Union labels, association marks and many other symbols may be registered. Assignment of trade marks will be permitted for the first time, according to Commissioner Ooms, and parent companies may register marks used by subsidiaries. Revised rules under the act will be available after July 1 from the Patent Office, 1098-C, Commerce Bldg., or from the Commissioner of Patents, Washington 25, D. C.

De Soto Negotiating

DE SOTO DIVISION of Chrysler Corp., Detroit, which Sept. 28 begins sponsorship of the 10-10:30 p. m. Sunday period on CBS, is reported negotiating with Ed Byron, producer and owner of the NBC *Mr. District Attorney* program, for a package show titled *Reporter at Large*. De Soto has been using spot campaigns throughout the country. Agency is BBDO, New York.

Signal Shift

SIGNAL OIL Co., Los Angeles, July 2 shifts *The Whistler* on 21 CBS Pacific stations, from Monday, 8-8:30 p. m. (PST) to Wednesday, 8-8:30 p. m. (PST). Agency, Barton A. Stebbins Adv., Los Angeles.

FCC Asked to Approve Sale Of WFDF, WHHM and KIUL

THREE STATION transfers, involving considerations totaling almost a million dollars, were tendered for filing last week at FCC. Consent is sought for the sales of: WFDF Flint, Mich., to Arthur R. Treanor and WFBM Inc. (each 50%) for $600,000 plus; WHHM Memphis to group identified with operation of KTBS Shreveport, La., for $300,000, and KIUL Garden City, Kan., to Telegram Publishing Co. for $42,000.

The WFDF transaction comprises transfer of control of Flint Broadcasting Co., station licensee, through sale of all outstanding stock by Howard M. and Frederick S. Loeb to Trebit Corp. The transferee is composed of: Mr. Treanor, former vice president and editorial counsel for Booth Newspapers Inc., which has radio interests, chairman of the board; Harry M. Bitner, president; Harry M. Bitner Jr., vice president and treasurer, and Miss S. O. Peabody, secretary. WFDF is assigned 1 kw fulltime on 910 kc.

The Bitners with other members of their family are chief owners of WFBM Inc., licensee of WFBM Indianapolis and WEOA Evansville, Ind. Harry M. Bitner also is owner of WFEA Manchester, N. H. The secretary, Miss Peabody, has been associated with the Detroit law firm of Butzel, Levin & Winston. Mr. Treanor also is director of the Wilson Cypress Co. of Florida, director of the Bancroft Hotel, Saginaw, Mich., and chairman of the Saginaw Museum.

Trebit Corp. has an authorized capitalization of $300,000, of which $55,000 has been paid in, the remaining to be received upon approval by FCC of the transfer. Both Mr. Treanor and WFBM Inc. would retain half-interests. The transferee is to secure a six-year 4% loan of $300,000 from the Mellon National Bank and Trust Co., Pittsburgh.

The transaction calls for total consideration of $600,000 plus an amount equal to net current assets as of June 1, payable within 30 days following the Commission's consent.

Reason for the sale, according to the application, was the desire of the Loebs to move to warmer, drier climates in view of the health conditions of certain members of their families. Washington counsels in the case are Andrew G. Haley for WFDF and Segal, Smith & Hennessey for Trebit Corp.

WHHM Transaction

Mid-South Broadcasting Corp. is buying WHHM (also including a construction permit for WHHM-FM) from Herbert Herff, sole owner. The transferee is composed of: George D. Wray, one-third owner of KTBS, chairman of the board and 25% stockholder; P. E. Furlow, also a third owner of KTBS, president and 25%; Forrest Cate, part owner, vice president and general manager of Broadway Motors, Chattanooga, vice president and 10%, and C. K. Beaver, KTBS general manager, secretary-treasurer and 15%. Remaining 25% is equally shared by Sally Morris Loyd, Eugenia Morris Edwards and Florence Morris, each 6.66% owner of Frank's Body Works. According to the application, Mr. Herff is retiring from broadcasting because of his health.

The $300,000 consideration calls for $87,500 to be held in escrow, a payment of $12,500 on Jan. 15, 1948, and 10 promissory notes covering the remaining $200,000. Legal counsel is Darius F. Prince, Washington.

The application further stated that Mr. Beaver would divide his time between KTBS and WHHM with the WHHM staff also being employed in the operation of the FM outlet. WHHM facilities are 250 w on 1340 kc.

In the request for assignment of license of KIUL to the Telegram Publishing Co. it was stated that Frank D. Conrad, sole owner, desires to devote fulltime to his other business interests. The assignee publishes the *Garden City Daily Telegram* and is owned by Robert E. Reed and family. KIUL is assigned 250 w on 1240 kc. Dow, Lohnes & Albertson, Washington, handled the application.

Application also was received last week by FCC requesting consent to assignment of license of WAZL Hazleton, Pa., from Hazleton Broadcasting Service Inc. to Hazleton Broadcasting Co. Latter is a new partnership composed of the WAZL stockholders: Victor C. Diehm, E. H. Whitney, Hilda M. Deisroth and George M. Chisnell. Each retains 25% interest. No money is involved in the transaction.

Drawn for BROADCASTING by Sid Hix

"Man, that kid's got a power output close to 36 db above 6 milliwatts!"

Drano Plans

DRACKETT Co., Cincinnati (Drano), is considering the possibility of a limited network show for this fall. Young & Rubicam, New York, is the agency. Decision is expected within two weeks.

Toni Co. Contracts ABC, Not Set on 'Torme' Time

THE TONI Co., St. Paul (home permanent) has contracted for Tuesday-Thursday portion of 2:15-2:30 p. m. CDST segment of *Ladies Be Seated*, Monday through Friday, 2-2:30 p. m. over ABC. Company also has 2:15-2:30 p. m. CDST segment of Monday-Wednesday-Friday portion on 52 week basis, contract for which began March 31. New contract is concurrent with old one, terminating at same time. Agency is Foote, Cone and Belding, Chicago. ABC now reports that all available commercial time on daytime programs has been sold.

Company last week was also reported to be deciding between Saturday, 5:30 p. m. EDST on NBC and a Sunday afternoon or evening spot on CBS for its *Mel Torme* show. It was understood that the company had requested the CBS Sunday, 5:45-6 p. m. EDST spot now occupied by *Joseph Harsch and the News*, but the network wanted to keep the news program in that period. Toni agency is Foote, Cone & Belding, New York.

Borax Renewal

PACIFIC COAST BORAX Co., New York, effective Oct. 3 for 52 weeks renews *The Sheriff* on ABC, Fridays, 9:30-9:55 p. m. Agency is McCann-Erickson, New York.

Radio-Minded Philco Tops the Field

Sponsor Uses New Selling Techniques To Attain Sales Dominance

By J. FRANK BEATTY

PHILCO sells more radios than any other manufacturer. It has done so every year since 1930. Right now it is shooting toward annual production of 3,000,000 radio and television receivers.

To set and then maintain that record the company has spent $60,000,000 since 1919 to promote the Philco name and to sell over $850,000,000 worth of civilian products.

In that period Philco has used more radio time than any of its competitors, and has used the broadcast medium as a principal method of getting prospects into stores, and then selling them sets with a higher average value than any other set maker has attained.

At the present time approximately 50% of Philco's national budget is spent in broadcasting.

Philco's formula is simple —so simple and so obvious that you wonder why other set makers haven't used it.

Cut down to capsule size, the formula can be stated in this way: Philco is radio-minded. Its main product is radio sets. It wants to sell them to radio listeners. So naturally one of its main advertising media is radio. Its 1940 advertising budget, for example, was approximately 35% of the industry's total.

There's Action at Philco

Now, good formulas are absolutely necessary to good sales setups. But good recipes don't guarantee fluffy cakes, and Philco knows that it can't sit back on its corporate dignity, trusting that millions of understanding Americans will clamor for the sets that roll off some 20 production lines, most prolific in all peacetime electronic history.

Therefore, Philco implements its formula with action. Its manufacturing executives are fast-thinking and fast-moving men. But they don't think any faster or move any faster than the general sales staff that is still able to keep distributors and dealers yelling for more and more sets though the whole broadcasting world knows that the war-accumulated backlog is rapidly being skimmed off the market.

The pace is terrific. Philco executives are commercial grass hoppers, staying in one place only long enough to start things moving, or keep them moving. A visit to the Philco headquarters in the factory district of North Philadelphia is an adventure in electronic excitement. It's a decisive answer to the charge that big businessmen spend their time and energies lolling over plush divans and lapping up club-car cocktails.

Philco's merchandising and sales strategy is conceived, mapped and operated by James H. Carmine, vice president in charge of merchandising, and Thomas A. Kennally, vice president in charge of sales. Together they spark a nationwide sales organization that operated right through the four-year gap in radio and refrigerator production.

The story of that operation is a saga of selling and advertising —intensive selling of radios and refrigerators, and effective advertising by radio primarily and by other media secondarily.

In 1941 Philco plowed back about 5% of its $77,000,000 sales into a $3,750,000 advertising budget. That sum sold 2,100,000 radio sets worth $46,700,000 to distributors, in addition to $17,000,000 worth of refrigerators and more single-room air conditioners than any competitor.

Last year the company sold an estimated $68,000,000 worth of radios, plus about $30,000,000 of refrigerators and freezers and two-thirds that much in storage batteries, tubes and accessories. No Philco executive will give even a hint about how big the advertising budget was, but applying the 5% formula to total sales of $121,596,000 (allowing for military business), gives an estimated advertising fund of perhaps $6,000,000, of which at least half went into radio.

Possible Budget

Currently the company appears to be operating at a rate that portends total business of more than $150,000,000, with possibly $7,500,000 going into advertising in 1947. Distributors and dealers spent nearly half that much under Philco's cooperative plan.

During the war, when Philco converted 100% to radar and war production Mr. Kennally organized a committee whose sole duty was to secure products to hold the company's dealer organization together. This committee came up with clocks, furniture, Kem-Tone, coffee makers and some 30 assorted gadgets of noncritical materials. In those years the Philco name was kept before the public by such network programs as *Radio Hall of Fame* with Paul Whiteman on ABC and *Secret Weapon* with Rex Stout on CBS.

While everybody in the organization was scrambling to find something, anything, for distributors and dealers to sell, the sales force was looking ahead, under the guidance of a postwar planning committee whose chairman was Mr. Kennally.

Ideas by the dozens were laid on the table, studied, then filed away. Many of them were good; some were exceptional. But the "exceptional" ideas were not good enough. The Philco sales dictionary has two words—"first" and "most."

One of the ideas was put into operation in 1945, shortly before Japan surrendered. Looking over the radio field, Mr. Carmine and John Gilligan, Philco's advertising manager, saw a hot opening, the popular ABC *Breakfast Club*, for years a tough program for network salesmen to peddle.

Though Philco was not tooled up for civilian production, it didn't hesitate to take on the million-dollar-a-year quarter-hour. For Philco figured the *Breakfast Club* could sell refrigerators, and found the guess had been correct when prospects began asking how soon they could get new "Don McNeill refrigerators."

Through 1945 and well into 1946 Philco concentrated its radio merchandising on the Paul Whiteman and Don McNeill programs. Results were good; they were excellent. But plant engineers were moving fast, and radios were starting to come off the line at a

(Continued on page 70)

LEADER of the radio set industry since 1930, Philco Corp.'s story of successful selling has been selected to open a series of articles describing how important sponsors have attained sales leadership. Philco's merchandising and advertising techniques, and the results that have followed, are described in this article. The second Philco article will tell how the company has used radio in the past and its FM and television plans.

PHILCO'S MERCHANDISING TRIO

KEEPING PHILCO'S name before the public are (l to r): H. Pierson Mapes, vice president of Hutchins Advertising Co.; John F. Gilligan, Philco advertising manager, and James H. Carmine, Philco vice president in change of merchandising.

GROUP OF KEY EXECUTIVES

TOP POLICY LEVEL at Philco includes (l to r): John Ballantyne, president; Larry E. Gubb, chairman of board; David B. Smith, engineering vice president; Larrk F. Hardy, vice president in charge of home radio division.

Bond Blume Emery Hutchison Cunningham Mrs. Litvin Johnson Resnick Hudson Kenehan Brenner

Further Realignments Made at FCC

Kenehan, Emery Given New Duties; Three Promoted in Law

RESHUFFLE of two of its newly chosen hearing examiners and promotion of three members of its Law Dept. were announced by FCC last Thursday [CLOSED CIRCUIT, June 16].

Mr. Koteen

Edward F. Kenehan and Walter B. Emery have relinquished their appointments as hearing examiners — Mr. Kenehan to become chief of the Broadcast Division AM Section and Mr. Emery to become chief of the Broadcast Division Renewals Section.

The promotions: Bernard Koteen, Hearing Section attorney, to chief of the Broadcast Division Review Section; Bernard Strassburg, senior attorney in the Domestic Wire Section of the Common Carrier Division, to chief of that section, and Benito Gaguine, from acting chief to chief of the Emergency, Experimental and Miscellaneous Section of the Safety and Special Services Division.

Mr. Strassburg

The Commission is presently negotiating for quarters for the new examiners, whose appointments were effective June 11, date when the new hearing division became effective under the Administrative Procedure Act [BROADCASTING, June 16]. It has not been determined whether these offices would be at the Commission's present headquarters in the New Post Office Bldg. or elsewhere in Washington.

No hearings as yet have been scheduled for the new examiners although they are continuing to help expedite the backlog of hearing cases.

Mr. Gaguine

Whether new appointments or other readjustments in the Law Dept. will be effected because of the present promotions will depend upon outcome of the Commission's budget request pending before Congress, an FCC source indicated last week.

Mr. Kenehan has been member of the New and Changed AM Facilities Section while Mr. Emery has been member of the New and Changed FM Facilities Section. Mr. Emery onetime was director of WNAD Norman, Okla., the U. of Oklahoma station. Background of both men is given together with that of the other nine and now remaining new hearing examiners on Page 98 of BROADCASTING, June 16.

The hearing examiner roster now consists of: Jack P. Blume, former Hearing Section acting chief; Jay D. Bond, former member of New and Changed AM Facilities Section; Joseph Brenner, former acting chief, Rate Section, Common Carrier Division; James D. Cunningham, former chief of the Renewals and Revocation Section; Robert W. Hudson, former field attorney in charge of San Francisco office; Hugh B. Hutchison, former chief of New and Changed AM Facilities Section; J. Fred Johnson, who has been in both broadcast and common carrier matters as presiding officer; Mrs. Fannie Neyman Litvin, former chief of the Motions and Rehearings Section, and Leo Resnick, who has been member of the Hearing Section.

Mr. Koteen has been an attorney in the Hearing Section since September 1946, participating early this year in the Don Lee renewals and network case on the West Coast [BROADCASTING, Jan. 20]. Prior to that he had been with the New and Changed AM Facilities Section, joining the Commission in January 1946 upon release from the Navy as lieutenant. He served from 1942. From 1940 to 1942 Mr. Koteen was attorney with the office of the general counsel of the Farm Credit Administration. He is a graduate of the Harvard Law School and a member of the Bar of the District of Columbia.

Mr. Strassburg has been senior attorney in the decision of which he was named chief since January 1943. For a year prior to that he was on the editorial staff of Pike & Fisher, Washington legal publisher. He obtained his B.S. and LL.B. from St. Johns U.

Mr. Gaguine joined FCC in September 1941 as senior attorney in the Broadcast Division. During the war he served as lieutenant colonel in the Army's Judge Advocate General Dept. From 1940 to 1941 Mr. Gaguine was with the chief counsel's office of the Bureau of Internal Revenue. Prior to that, from 1935, he was with the law department of the Federal Alcohol Administration. He got his LL.B. from Columbia U. School of Law and holds an LL.M. from George Washington U. Law School.

Juke Box Operators Oppose Bill Seeking Royalty Fees

CONGRESS was asked last Wednesday to decide whether performing artists should be given additional royalty fees for the performance of their compositions in coin-operated machines.

Juke box operators appeared before a House Judiciary subcommittee to plead that the margin of profit is already so narrow that a further percentage to artists would put operators out of business.

Representatives of songwriters, on the other hand, pointed out that records played for profit over the air net the songwriters and performers a percentage of profit.

Rendition Fee Doomed

The testimony was part of hearings on two bills sponsored by the National Assn. of Performing Artists. Earlier hearings [BROADCASTING, June 16] covered another proposed bill which would grant royalties to performing artists for their rendition of musical and other recorded works, in addition to the actual creators.

The latter bill is doomed, according to members of the Judiciary Committee, just as it has been 11 previous times. There was, however, more chance that the juke box bill might receive serious consideration.

Wednesday's hearings devoted some time to discussion of the amount of income which the operators of coin musical machines enjoy. John Schulman, attorney for the Songwriters' Protective Assn. said indications are that some 300,000 to 400,000 machines all over the United States take in up to a half-billion dollars annually.

Irving B. Ackerman, of the Michigan Automatic Phonograph Owners Assn., and M. C. Bristol, vice president of Rudolph Wurlitzer Co., claimed the expenses of manufacture of the elaborate coin boxes, and maintenance, drained off a major proportion of gross earnings.

Mr. Ackerman declared he had been an operator of the coin machines for a year but had left the business because it was so unprofitable.

Join Don Lee-MBS

DON LEE Broadcasting System added two affiliates June 22 to boost its total to 45, thereby increasing MBS to 431. New stations added are KOOL Phoenix and KCNA Tucson.

Senate Fund Boost Is Sought by Denny

Will Ask $810,000 Increase In Budget for Commission

FCC CHAIRMAN Charles R. Denny told the Senate Interstate & Foreign Commerce Committee last week that he will ask the upper chamber to increase his appropriation by $810,000.

During hearings on the White Communications Bill Mr. Denny expressed extreme dissatisfaction with the $6,040,000 given the Commission by the House Appropriations Committee. Although the cut of $1,260,000 represented relatively generous treatment by the House group, Mr. Denny claimed the Commission's backlog and obligations to industry for speedy handling of applications, entitled it to more lenient treatment.

He declared that when the FCC appropriation, approved in the House last Wednesday by a voice vote, reaches the Senate within the next two weeks, he will ask that it be increased to $6,850,000.

The FCC appropriation is now before a Senate subcommittee, headed by Sen. Clyde M. Reed (R-Kans.) but no hearing has been scheduled. Chairman Denny is tentatively slated to be the first witness. Hearings in the Senate will be open to the public.

Kraft Renews

KRAFT FOODS Co., Chicago, July 24 renews for 52 weeks *Kraft Music Hall* heard Thursdays, 7-7:30 p. m. EDST over NBC. Nelson Eddy and Leonard Pennario, concert pianist, will be featured headliners on summer series which begins July 3. Agency is J. Walter Thompson Co., Chicago.

Porter-Fly Match Booked June 26

Ex-FCC Chairmen Slated To Argue Atlanta Network Case

LEGAL battle of the decade—Paul A. Porter vs. James Lawrence Fly—will be fought June 26, first encounter of the two ex-FCC chairmen.

The Scene: U. S. District Court for the Northern District of Georgia, Atlanta Division.

The Issue: Whether CBS and the George B. Storer stations violated antitrust laws and FCC rules by allegedly "conspiring" to shift WGST Atlanta's CBS affiliation to WAGA, a Storer station.

The Participants: Mr. Fly, of Fly, Fitts & Shuebruk, representing Liberty Broadcasting Co. (WAGA), along with Dow, Lohnes & Albertson of Washington, and Jones, Williams & Dorsey of Atlanta; and counsel for CBS Inc. Mr. Porter, of Arnold, Fortas & Porter, and Eugene Cook, Attorney General of Georgia, representing the Regents of the University System of the State of Georgia, owning WGST.

Interesting Sidelight: FCC's rules governing network contracts, designed to prevent monopoly, were conceived, argued, adopted and enforced during the Fly regime. They were rigidly enforced during the ensuing Porter regime. Mr. Porter was CBS Washington counsel during the network monopoly hearings.

Restraining Order

Last Monday Judge E. Marvin Underwood, of the District Court, granted a temporary order directing CBS and WAGA not to make any affiliation commitments until the court can hear argument on the WGST petition for a temporary injunction. The order is effective until the June 26 hearing.

WGST charged that CBS had entered into a conspiracy in restraint of trade by agreeing with the Storer group to change its Atlanta outlet from WGST to WAGA next Dec. 15 when the present two-year contract expires.

Specifically WGST alleged that the Sherman Act and Clayton Act, as well as the Federal Communications Act and Declaratory Judgment Act were violated. The State has a $1,500,000 investment in WGST, it argued, with annual net exceeding $200,000 for several years. CBS affiliation was described as "the most vital single factor in the high earning capacity of WGST for 17 years."

Cut Is Cited

Audience would be drastically cut and revenue curtailed, with WGST reduced to insignificant status with loss on its investment if the affiliation were lost, WGST contended.

The station claimed illegal agreement or understanding in restraint of trade occurred when CBS allegedly approached the Storer management last autumn to obtain affiliation of WWVA Wheeling, 50 kw station. WGST claimed the Storer group agreed to a CBS affiliation for WWVA if WGBS Miami and WAGA Atlanta also were given CBS contracts. CBS granted such an option, WGST alleges.

CBS letters of Dec. 14, 1946 and April 17, 1947 gave notice of intent to transfer its Atlanta outlet from WGST to WAGA, it is charged. FCC rule 3.103 was violated, WGST argues, by the alleged 1946 understanding of CBS and Storer, entered into more than six months prior to commencement of the proposed WAGA affiliation Dec. 15, 1947. WGST contends no other network affiliation is available to it.

WGBS and WWVA joined CBS June 15.

KIDO LOSES 1st ROUND IN PAPER'S LIBEL SUIT

KIDO Boise has lost first round as defendant in $100,000 libel action brought by publishers of *Boise Statesman*.

Newspaper instituted suits against KIDO and three other Idaho stations based upon transcribed political talk by Sen. Glen Taylor in which he charged that publication was "bought" and paid for" by Idaho Power Co.

District Judge Charles E. Winstead ruled stations were liable since they failed to exercise their censorship rights as "illustrated at the time NBC cut Fred Allen and other comedians off the air when they attempted to 'kid' vice presidents of NBC."

90% Cut in Studio Light Needs Claimed For RCA's New Image Orthicon Camera

A NEW TELEVISION camera has been developed by RCA-Engineering Products Dept. of RCA Victor, Camden, N. J., which the company expects will revolutionize studio operations.

The new camera, the first studio-type Image Orthicon, requires only one-tenth the light of present iconoscope cameras, according to W. W. Watts, vice president in charge of the department. Consequently, the need for expensive and uncomfortable studio lighting is reduced appreciably, and the need for an oversized air-conditioning plant is eliminated. Eye-straining glare also is eliminated, according to Mr. Watts.

Brilliant Pictures

The company claims the new camera produces brilliant sharply-defined pictures at light levels of 100 to 200 foot candles and will function at light levels down to 25 foot candles. It will operate at a lower noise level than the field type Image Orthicon.

"Eye" of the new video camera is a new studio-type Image Orthicon pickup tube which is said to combine the light sensitivity of the original RCA Image Orthicon tube with the sharp resolution and contrast of the iconoscope. A feature of the new tube is elimination of the spurious "black spot" signals which occur in conventional camera tubes and require constant manual adjustment for their control.

Slightly larger than the portable Image Orthicon field camera, the new studio camera is designed for use on a dolly or pedestal. It has a battery of four lenses, mounted in a rotary turret, a self-locking screw focusing mechanism and a built-in electronic viewfinder.

The lens turret is rotated by a handle on the rear of the camera. On the handle is a switch to cut off picture signals while turning the turret. Lenses used are of the Ektar type and are available in sizes from 25 mm F:2.8 to 135 mm F:3.8. Changing from one lens to another requires only 1½ seconds.

This new studio type Image Orthicon television camera requires only one-tenth the amount of light needed by iconoscope cameras, according to RCA-Engineering Products Dept. of RCA Victor, which developed it.

Optical focusing is by a knob which moves the pickup tube backwards or forwards, together with the focus and deflection coil assembly. Thus, the scene is brought into focus on the photo cathode of the tube without having to move the lenses. Each lens may be preset individually to focus on a given scene with the same setting of the main optical focusing mechanism. This makes readjustment

(*Continued on page 91*)

WHITE BILL VICIOUS, SAYS FREEDOM GROUP

THE White Bill was characterized in a Voice of Freedom Committee release last week as "the most vicious, anti-democratic bill ever proposed in the entire history of American radio." The committee is headed by Dorothy Parker, Dr. Algernon Black, and Prof. Henry Pratt Fairchild. Its sponsors include Orson Welles, Robert St. John, Edward G. Robinson and many others.

The Voice of Freedom group charged that passage of the White Bill ". . . would cripple all liberal commentators on the air by making it actually illegal for commentators such as Walter Winchell, Drew Pearson, William Gailmor, or others, to give any news whatsoever without divulging the source . . . this would immeasurably increase the very censorship of commentators which VOF was formed to fight against. . . ."

The release went on: ". . . If this bill is passed the radio stations will not be obliged to grant or sell time to organizations or individuals for political broadcasts. This would violate American tradition, that voters are entitled to hear all sides freely in political campaigns. . . ." The Committee declared further that the White Bill would "make discrimination even more rampant by totally removing the FCC's power to supervise program content . . ." and ". . . would foster and extend monopoly domination of American broadcasting by the large networks. . . ."

Report Issued on WNBC In First Separated Year

HIGHLIGHTS of WNBC New York's first year of "autonomy" as an operating unit separate from the NBC headquarters were reported last week by James M. Gaines, station manager. A year ago WNBC, which up until that time was operated wholly by NBC, began functioning as a separate operation, setting up its own departments.

The following was reported as accomplished in last year: (1) Audience before 10 a. m. has doubled; (2) Between 12 noon and 2 p. m. it has increased 40%; (3) Daytime network programs show increased ratings in 15 out of 24 quarter hours; (4) Nighttime network programs show increases in eight out of 12 quarter hours; (5) The new Saturday morning children's programs (both local and network) show a 54% audience increase—the largest increase of any New York station.

Young Appointed

ADAM J. YOUNG JR., INC. has been named national representative of WRNY and WRNY-FM Rochester, N. Y., Lester W. Lindlow, general manager of the stations, announces.

NAB Group Favors BMB Expansion

Small Market Stations Hold Conference In Washington

EXPANSION of BMB on a long-range basis, with improved technical methods, was unanimously favored in a resolution adopted at the June 19-20 meeting of the NAB Small Market Stations Executive Committee, held in Washington.

Wayne W. Cribb, KHMO Hannibal, Mo., committee chairman, presided with J. Allen Brown, Assistant Director of Broadcast Advertising, as secretary.

The committee pointed out that success of uniform measurements depends on general and effective use of the data. It proposed that future studies omit any reference to nonsubscribing stations or networks and that subscribers be given information on counties in which less than 10% of radio homes are reported as audience.

Cost of the service came up for recommendation, the committee asking that it be provided "at minimum cost" and that billing be more frequent than once a year.

Program Dept. Services

New NAB Program Dept. services were described by Director Harold Fair. He urged stations to exchange program ideas and said the department will compile success stories for publication in special bulletins. In addition information on handling music copyrights will be provided.

Committee members said rates for transcribed shows are coming down through package sales under three-year contracts. Mr. Fair urged stations to make full use of transcribed libraries. He advised them to have an experienced farm director, since farm programs are highly salable, and stressed the value of qualified program executives.

NAB will set up a series of program director clinics, he said, and invited suggestions from the committee on assistance his department can provide.

The committee recommended that stations keep records on commercial and sustaining public interest programs. Under proposed FCC procedure, stations would be permitted to classify public programs as such whether commercial or sustaining.

The committee protested assessment of fees for broadcast rights to high school and college events especially by schools which receive support from public funds. It was pointed out that newspapers are not assessed for coverage rights. The committee adopted a resolution opposing competitive bidding by stations for rights to events, proposing that the events be open to all.

Stations receiving threats from charitable and other organizations demanding time were urged to report such duress to NAB or State associations.

New stations were advised to be careful in scheduling commercial religious accounts and urged to study local needs and check with local religious organizations.

The committee urged stations to report to State utility commissions any irregularities in rates charged by independent telephone companies for remote lines. Several complaints have been made by stations.

Relief from provisions of FCC regulations requiring first class operators on duty at all times was sought by committee members. Chairman Cribb named a subcommittee to consult FCC Chief Engineer George E. Sterling and present views of small market stations. Members are Marshall H. Pengra, KRNR Roseburg, Ore., and R. Sanford Guyer, WBTM Danville, Va.

Other topics discussed were sale of radio to chain stores in small cities; market data; municipal taxation of stations; campaign to increase sets-in-use; securing representatives for new stations in small markets; methods of presenting news programs; sale of special announcers to sponsors.

NAB Men Participating

Among NAB staff members taking part in the meeting were Frank E. Pellegrin, Director of Broadcast Advertising; Don Petty, General Counsel; Richard P. Doherty, Director of Employe-Employer Relations.

Attending, besides Messrs. Cribb, Guyer and Pengra, were these committee members: Simon Goldman, WJTN Jamestown, N. Y.; Lofton L. Hendrick, KRRV Sherman, Tex.; Robert T. Mason, WRMN Marion, O.; John F. Meagher, KYSM Mankato, Minn., a member of the NAB board; Frank R. Mills, WDWS Champaign, Ill. A. E. Spokes, WJOY Burlington, Vt., was unable to attend.

EXAMINING the gila monster, brought from Arizona as gift for Glenn Snyder, vice president and general manager of WLS Chicago, is Robert Schnediga, curator of reptiles at Chicago's Brookfield Zoo. Lee Little (l), manager of KTUC Tucson, and Johnny Hogg (r), commercial manager of KOY Phoenix, who presented reptile to Mr. Snyder, appear not a bit unhappy over Mr. Snyder's decision to pass it on to zoo. Presentation to zoo took place on WLS' *Dinner Bell* program.

Facsimile Feature Service by Autumn

NPFS Plans October Delivery To Original Subscribers

THE NEWSPAPER Publishers Facsimile Service, a subsidiary of Radio Inventions Inc., New York, disclosed last week that by October it will be providing clients with facsimile features on a regularly-scheduled basis.

The basic service will consist of four facsimile pages daily, according to John V. L. Hogan, who is president of both the NPFS and Radio Inventions Inc. The NPFS feature editor, Charles A. Tepper, said this service will be broken down into four component parts. For example, one page will be aimed at women readers, while another will deal with sports. A page of comics and one of general interest also are planned.

These pages may be used by subscribers as they are printed by the Faximile Recorder, Mr. Tepper said, or separated into clipsheets. Since most of its subscribers are themselves newspapers the NPFS will limit itself to features and make no attempt to provide a news budget, he said.

Faximile scanning and recording equipment is being manufactured by General Electric to NPFS specifications. The October Delivery will be to the 25 broadcasting and newspaper organizations which comprised the original NPFS subscriber group, according to Mr. Hogan.

BMB Program Rating Plan Proposed

Committee Meetings Held All of Last Week In New York

A PLAN FOR BMB to supply audience measurements for individual programs as well as overall station audience data by taking over the publication of the "continuous" reports now issued by C. E. Hooper Inc. was submitted to the BMB Research Committee by Mr. Hooper last Tuesday. Committee took no action on the proposal, which came as the result of an unofficial request made June 6 by Hugh M. Feltis, BMB president, that Mr. Hooper explore the possibility of furnishing program measurements for BMB distribution.

In essence, the plan calls for the purchase by BMB, "guaranteed by ANA, AAAA and NAB," of the capital stock of C. E. Hooper Inc. for $1,000,000, payable in quarterly installments of not less than $25,000, with interest at 3% on the unpaid balance. BMB would then publish, copyright, bill and service Hooper's continuous reports, including network program Hooperatings, comprehensive Hooperatings, Pacific Hooperatings and city Hooperatings.

A new company organized by Mr. Hooper and his associates would make a 10-year contract with BMB to do the field work, tabulating and computations for these services on a basis of cost plus 10%.

Payment should impose no additional burden on BMB subscribers, Mr. Hooper pointed out in a letter outlining the plan, as it is the amount that "C. E. Hooper Inc. conservatively estimates it would earn on these reports as profit, before taxes, during the next ten years." Letter adds that a sales campaign by BMB to get advertisers and agencies using radio but not now subscribing to the Hooper reports to do so would increase BMB revenue by more than enough to cover its payments.

Hooper Contention

Mr. Hooper concluded his letter by stating that adoption of his proposal would put BMB into the program audience measurement business "without financial investment, without immediate increase in organization, without change in structure, without increase in cost of ratings to subscribers, without duplication in audience measurement."

Mr. Feltis and John Churchill, BMB research director, attended the session at which Mr. Hooper submitted his plan to the Research Committee members—D. E. Robinson, of LaRoche & Ellis, committee chairman; H. M. Beville, NBC; Albert S. Dempewolff, Celanese Corp. of America.

Research Committee during its morning session also discussed the effects on its work of a long range operations system and of a postponement of the second BMB nationwide survey from 1948 to 1949, but made no recommendations pending the decision of the BMB board on fundamental matters.

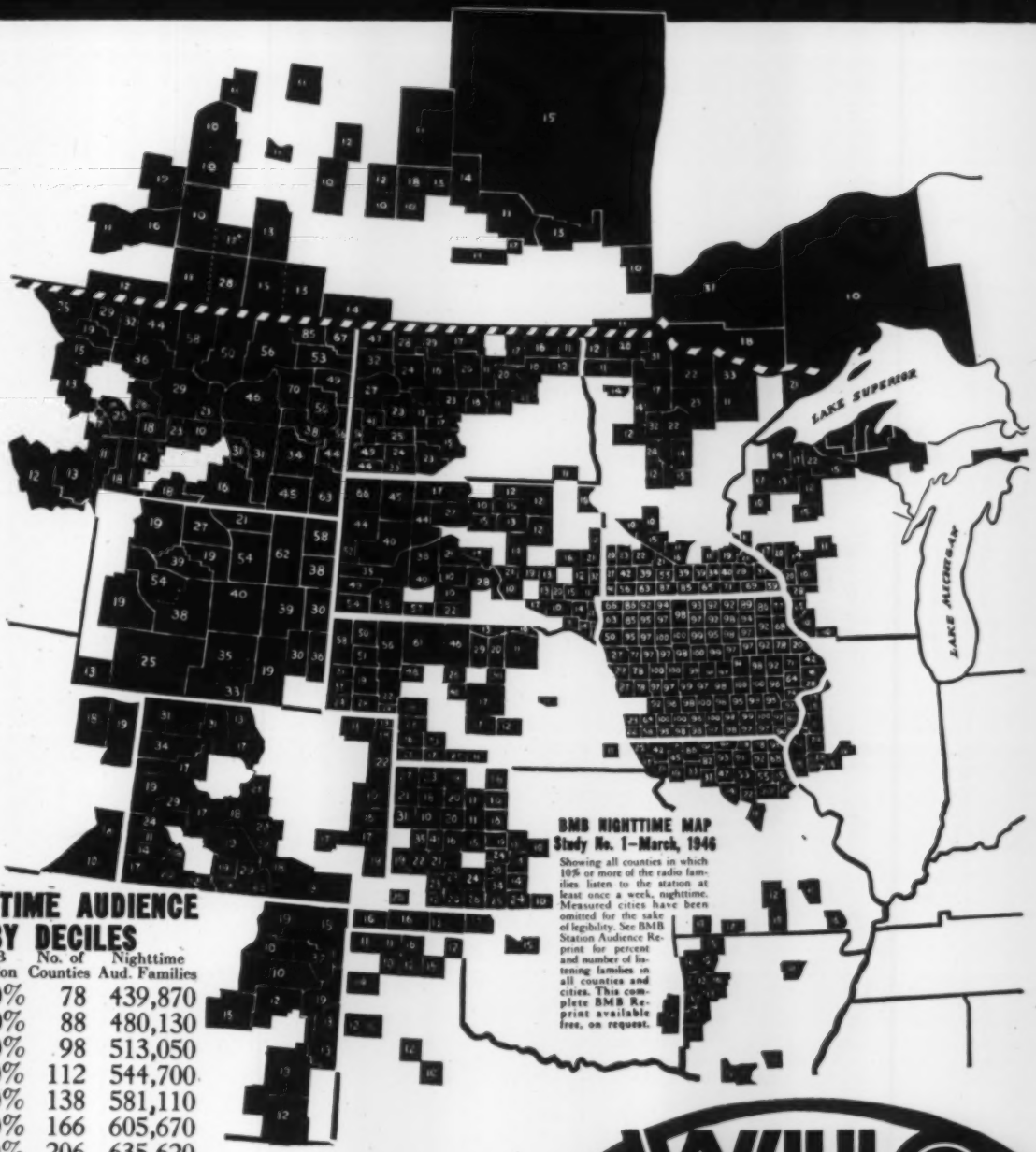
Advertising industry relations committee, meeting Monday, suggested the formation of a subscriber service department to aid stations in their use of BMB data in selling, promotion, etc. Committee pointed out that some stations seem to feel that BMB has no value to any but the top station in each market, which feeling is not shared by the buyers of radio time who look at rates, localized coverage, and other factors as well as the overall coverage picture when deciding which station to buy for a specific account. BMB could increase its value to its subscribers

(*Continued on page 93*)

We've always said

"USE WHO FOR IOWA PLUS"

NOW BMB's NIGHTTIME STATION AUDIENCE REPORT FURNISHES TANGIBLE FIGURES . . .



BMB NIGHTTIME MAP
Study No. 1—March, 1946

Showing all counties in which 10% or more of the radio families listen to the station at least once a week, nighttime. Measured cities have been omitted for the sake of legibility. See BMB Station Audience Reprint for percent and number of listening families in all counties and cities. This complete BMB Reprint available free, on request.

NIGHTTIME AUDIENCE BY DECILES

%BMB Penetration	No. of Counties	Nighttime Aud. Families
90-100%	78	439,870
80-100%	88	480,130
70-100%	98	513,050
60-100%	112	544,700
50-100%	138	581,110
40-100%	166	605,670
30-100%	206	635,620
20-100%	308	714,800
10-100%	526	814,670

CANADA

%BMB Penetration	County Units	Nighttime Aud. Families
30-100%	1	2,200
20-100%	2	2,890
10-100%	36	14,750
GRAND TOTAL . . .		**829,420**

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

PETERS, INC., National Repres

Dollars for Contracts

TO SPUR TIME SALES during normally slack early summer period, L. A. Blust Jr., KTUL Tulsa commercial manager, has come up with an idea. He has placed a large chart in a prominent place on station's commercial office bulletin board. On the chart are 30 silver dollars and spaces alongside each to indicate contracted sales. Each salesman turning in a contract is entitled to remove one dollar. Grand prize to be awarded to top salesman at the end of June is $10.00.

UP Boosts Local News For California Clients

THE UNITED PRESS announced in San Francisco that on July 1 it will substantially increase and improve the service on its California radio wire by offering more local and regional news for its radio station clients.

The California radio wire loop will be split into two regions — Northern and Southern, with Los Angeles serving the clients in the southern state area and San Francisco, Sacramento and Fresno servicing stations in central and northern California.

Personnel on the radio wire will be increased by four men—two in San Francisco and one each in Sacramento and Fresno.

Timebuyers Group Views WWNC's New 5-kw Plant

A GROUP of timebuyers from the Chicago and Cincinnati areas were flown to Asheville, N. C., as guests of WWNC to witness the placing into operation of a new 5-kw transmitting plant by the station recently.

In addition to seeing the new plant, located on a 65-acre tract west of the city, the group visited the WWNC studios and some of the state's largest industrial plants.

* * *

FCC Announces FM CP Procedures Permit More Expeditious Licensing of Stations

PROCEDURES for applying for licenses to cover FM construction permits were announced last week by FCC which will be effective until adoption of new application form. The Commission emphasized that engineering standards are not being changed but that additional time is being provided where necessary to meet the standards. It was further pointed out that the procedure will permit more expeditious licensing of FM stations.

The Commission outlined the new procedure in its public notice as follows:

In connection with the issuance of licenses to cover construction permits for FM broadcast stations, the Commission wishes to announce that the following procedures will apply.

Pending the adoption of a new application form, license applications should be submitted on Form 320 as modified in accordance with the Form 320 instruction sheet. The forms and instruction sheet are available upon request.

Where frequencies have been changed pursuant to the reallocation plan adopted on June 12, 1947, letters will be sent to permittees and licensees advising them of their changed frequency assignment. Outstanding construction permits and licenses will not be reissued to show the new frequency, as this will be included in subsequent instruments of authorization. During such interval, operation on the new frequency will be authorized by letter or telegram. In instances where a license application is now on file and the station frequency is changed, action on the application will be withheld until the frequency change is made and an appropriate amendment is submitted to the application. License applications now pending need not be otherwise amended unless further data are requested by the Commission.

License applications will not be granted unless an approved frequency and modulation monitor is installed. After installation, a check of the transmitter frequency (and the frequency monitor) with an external frequency measuring service or other standard should be made, if feasible under the circumstances.

The FM license application form requires that measurements of audio frequency operating characteristics be made to insure that the FM engineering standards are met. It is expected that such measurements will also be required in connection with license renewal applications, in order that the technical performance of a station may be periodically reviewed. With respect to present operation, the Commission realizes that in some instances equipment for this purpose and adequately trained personnel for making such measurements are not immediately available. Accordingly, consideration will be given to applications for licenses which do not supply complete measurements to indicate compliance with the engineering standards. As much of this data should be supplied as possible, however, and applications must include reasons therefor when complete measurements are not made.

In some instances licensees have reported difficulty in meeting fully all of the engineering requirements at this time due to equipment and measurements problems; applications indicating such conditions will be considered on their individual merits. The Commission wishes to emphasize that the FM engineering standards are not being changed, but only that additional time is being provided where necessary to meet these standards. This procedure will also permit more expeditious licensing of FM stations.

With respect to the field intensity measurements required of Class B FM stations by Section 3.216 (c) of the rules, the Commission has received inquiries concerning the time within which such measurements must be submitted. As indicated by a footnote to the rule, this material "shall be submitted within one year after the license has been issued or within such extension of time as the Commission may for good cause grant." The Commission does not desire to impose an undue burden on FM licensees. However, the Commission wishes to obtain as much data as possible concerning FM service areas in order to provide for the best allocation and use of the FM band. While the Commission expects to follow a lenient policy concerning the requirement of field intensity measurements, it is hoped that FM licensees, particularly of the larger stations, will endeavor to supply this data as promptly as feasible.

License applications should not, of course, be filed until full construction has been completed in accordance with the terms of the permit. Equipment tests and program tests may then be conducted in accordance with Sections 3.216 and 3.217 of the rules. Prior to completion of construction and the filing of a license application, program operation may be authorized in accordance with interim operation procedure described by a separate Public Notice of the Commission. If interim operation is being conducted with complete equipment as specified by the construction permit, then equipment tests and program tests need not be made.

Regional AAAA Officers

NORTHERN CALIFORNIA chapter of American Assn. of Advertising Agencies has elected new directors and officers. Chairman for the new term is Roswell Cochrane, McCann - Erickson; Vice chairman is Herbert K. Reynolds, of Foote, Cone & Belding; Ramsey S. Oppenheim, of Short & Baum, is secretary-treasurer, and H. O. Nelson, Ruthrauff & Ryan, and William Cosby, Cosby & Cooper, are directors.

Kermit - Raymond Plans To Transcribe 3 Shows

THREE NEW SHOWS have been signed for transcript syndication by the Kermit-Raymond production company, Ray Green, general manager, announced last week. They are as follows:

The *Eddie Bracken Show* in the same format as it appeared on CBS when sponsored by Texaco, with the original cast—Eddie Bracken, William Demarest and Ann Rutherford, which will be offered for local and regional sponsorship throughout the country; the Dave Elman *Hobby Lobby* program, marking the first time that an audience participation show will be offered on transcription; a quarter-hour, five-weekly romantic type program starring Francis Lederer narrating and playing the lead in famous love stories of the past. A minimum series of 156 programs of the third show are planned.

In making the announcement Ray Green also stated that within the next week or ten days two new additional programs will be announced "that will make transcription history."

Denver U's Radio Clinic Opens July 21 for Month

PLANS ARE nearly complete for the U. of Denver's summer Radio Clinic, believed to be the first clinic designed specifically for small market station operation. Clinic will be held in five one-week sessions July 21-Aug. 22 at the university.

Neville Miller, past president of NAB, will direct the Aug. 4-8 session on radio law, concentrating on those areas of law and procedure having to do with daily problems of station operation.

Other sessions and their directors are: Radio journalism, July 21-25, under direction of Arthur Stringer, director of special services and news consultant, NAB; radio sales, advertising and promotion, July 28-Aug. 1, headed by J. Allen Brown, assistant director of broadcast advertising, NAB; use of community resources, Aug. 11-15, directed by Rex Howell, owner-manager of KFXJ Grand Junction, Col., and programming problems, Aug. 18-22, led by Allen Miller, director of the Rocky Mountain Radio Council.

Moved to West Coast

DANIEL R. GOODMAN and Art Silverstein, formerly of the New York office of Harry S. Goodman Radio Productions, have been transferred to the West Coast where they will open a branch office in Hollywood and will handle the territory west of the Rockies. Plans for the new Goodman office include research in syndicated television programming. Si Lewis, former traveling representative of Harry S. Goodman, has been transferred to the New York office permanently to handle national accounts.

INDUSTRY-REP VISITORS for station's new transmitter dedication as they arrived at airport and were greeted by WWNC officials were (l to r): William Faber, Headley-Reed Co., New York; John Wrath, Headley-Reed Co., Chicago; Eli Cohan, Joseph Adv. Co., Cincinnati; Jane McKendry, Needham, Louis & Brorby, Chicago; Mr. & Mrs. Hub Jackson, Russel M. Seeds Co., Chicago; Paul Weeks, Headley-Reed Co., Chicago; Cecil Hoskins, general manager, WWNC; Lee Hammitt, Western Adv. Co., Chicago; Catherine Hardig, Ralph H. Jones Co., Cincinnati; Al Eisenmenger, Dancer-Fitzgerald & Sample, Chicago; Margaret Wylie, J. Walter Thompson, Chicago; Jerry Ball, Standard Oil Co., Charlotte, N. C.; Louis Nelson, Wade Adv., Chicago; Dwight S. Reed, Headley-Reed Co., Chicago; Edith Knutsen, Christiansen Adv., Chicago; John C. Whitley, Roche, Williams & Cleary, Chicago; Don S. Elias, executive director, WWNC; Genevieve Lemper, Foote, Cone & Belding, Chicago; Annette C. Kennelly, Arthur Meyerhoff & Co., Chicago; Frank Reed, Hill Blackett & Co., Chicago.

If *sales*-cultivation is your aim this season (and from many quarters come reports that cultivation is needed) you'll find the microphone a mighty useful tool. It's as effective in summer as it has proved itself in winter • Radio is doing a man-sized job of keeping merchandise moving, even where buyers are showing unaccustomed restraint • Westinghouse stations are ready to deliver your sales-message to large, responsive audiences in six great market areas centering in Philadelphia and Pittsburgh, Boston and Springfield, Fort Wayne, and Portland, Oregon. In each of these areas, listeners have learned to tune in the Westinghouse station both for popular network shows and for local programs geared to special needs, special preferences • Our representatives will be glad to present evidence of results produced by each Westinghouse station.. in *today's* market.. for advertisers like yourself.

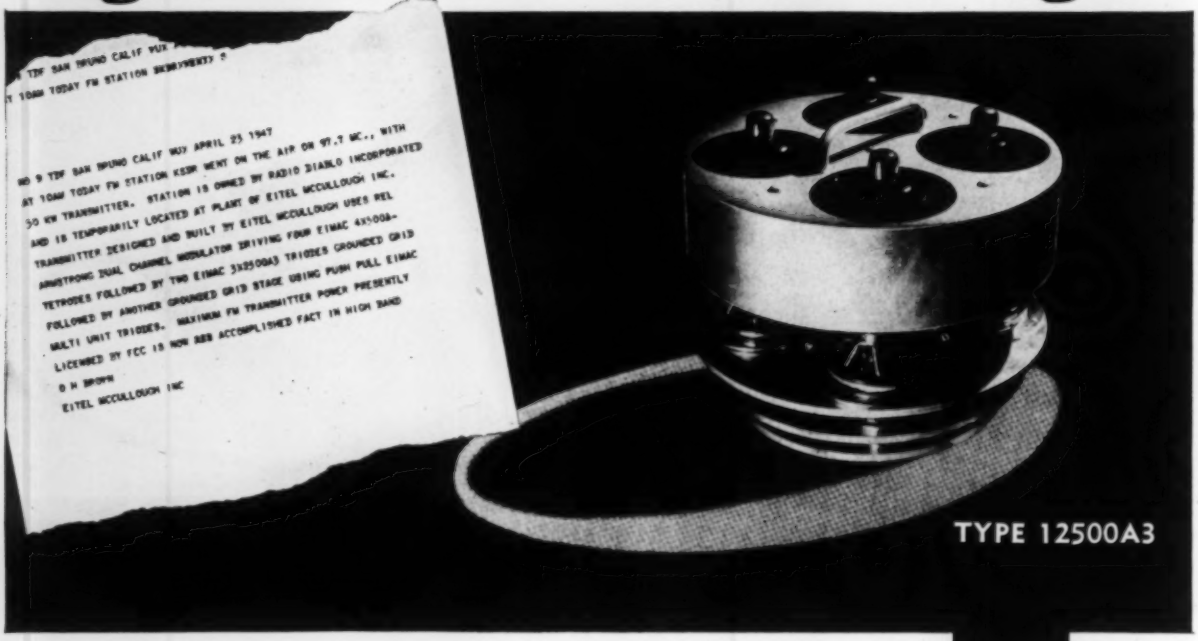
WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA

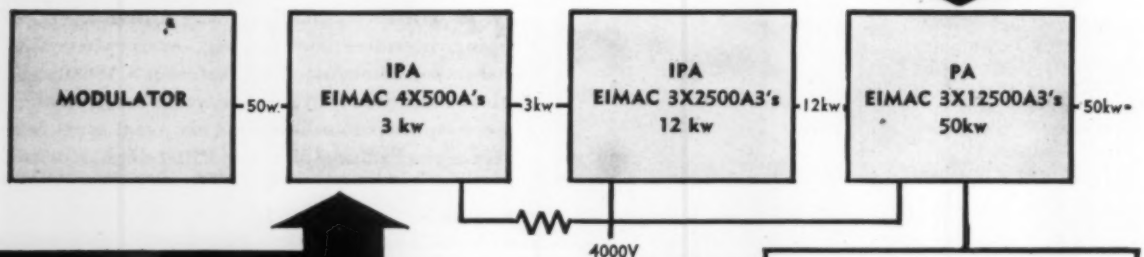
National Representatives, NBC Spot Sales—Except for KEX. For KEX, Free & Peters

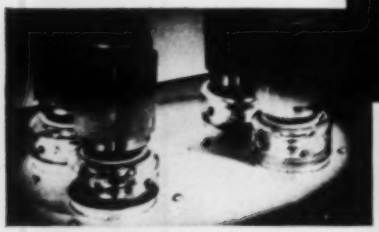
50kw. FM..

High Band FM Comes Of Age..



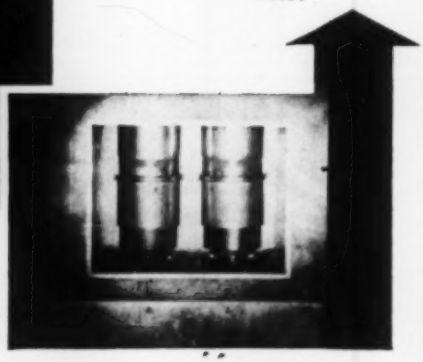
Here's How It Is Done . . .





Above. Four Eimac 4X500A tetrodes in push-pull parallel raise the power level from 50 watts to 3 kilowatts.

Right. A pair of Eimac 3X2500A3 triodes in a grounded-grid circuit provide 12 kilowatts of driving power for the final amplifier.



OPERATING CONDITIONS
(Two Tubes)

D-C Plate Voltage	4000 volts
D-C Plate Current	14.4 amperes
D-C Grid Voltage	-620 volts
D-C Grid Current	1.9 amperes
Driving Power (Approx.)	12 kilowatts
Plate Dissipation (total)	15.4 kilowatts
Plate Power Input	57.6 kilowatts
Useful Power Output	54.4 kilowatts
Apparent Efficiency	94 per cent

[1]Actual power delivered to water-cooled load. Amplifier output estimated to be 3 kw higher, due to resistance and radiation losses between amplifier and load.

ON THE AIR

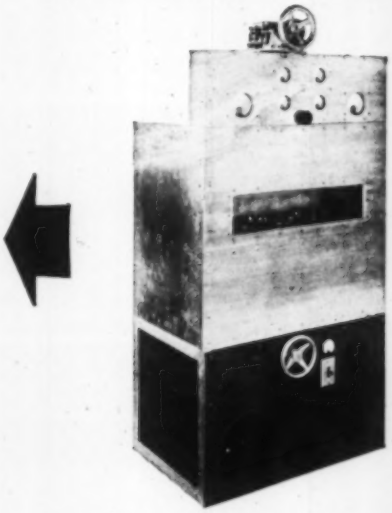
...with Eimac Tubes, Of Course...

When KSBR put the first 50-KW high-band FM transmitter on the air Eimac tubes were in every important socket. This was only natural, as Eimac tubes have been associated with every FM transmitter development, including the original historic 1935 demonstration before the IRE.

KSBR's 50-KW amplifier was designed and built by Eimac to demonstrate the capabilities of the new Eimac 3X12500A3 multi-unit air cooled triode. A pair of these new triodes in a grounded-grid circuit easily delivers 50-KW at high-band FM frequencies, with power to spare. Performance of this sort is made possible by sound vacuum-tube engineering. Because of its unique multi-unit design, the 3X12500A3 combines high power capability with close electrode spacing and low lead inductance, thus making it possible to produce high power at VHF with low plate voltage and high over-all efficiency. These same features make the 3X12500A3 an outstanding performer at low frequencies.

Data on the 3X12500A3 and the 50-KW amplifier are available. Write to

EITEL-McCULLOUGH, INC.
1760 San Mateo Ave., San Bruno, California



The final amplifier at KSBR—the amplifier that made FM history—consists of little more than two Eimac 3X12500A3 triodes and a pair of shielded, low-loss tank circuits.

The unit is extremely compact considering its power capabilities. Width 36"; Height 70"; Depth 25".

TYPE 3X12500A3
ELECTRICAL CHARACTERISTICS

Filament: Thoriated tungsten	
Voltage	7.5 v
Current	192 amp.
Amplification Factor (Aver.)	20
Direct Interelectrode Capacitances (Av.)	
Grid-Plate	95 μμf.
Grid-Filament	240 μμfd.
Plate-Filament	5 μμfd.
Transconductance (e_b = 3000 v, i_b = 4a)	80,000 μmhos

PRICE $700

TYPE 3X2500A3
ELECTRICAL CHARACTERISTICS

Filament: Thoriated tungsten	
Voltage	7.5 v
Current	48 amp.
Amplification Factor (Av.)	20
Direct Interelectrode Capacitances (Av.)	
Grid-Plate	20 μμf.
Grid-Filament	48 μμf.
Plate-Filament	1.2 μμf.
Transconductance (i_b = 830 ma, E_b = 3000 v)	20,000 μmhos

PRICE $165

TYPE 4X500A
ELECTRICAL CHARACTERISTICS

Filament: Thoriated tungsten	
Voltage	5.0 v
Current	13.5 amp
Screen-grid amplification (Av.)	6.2
Direct Interelectrode Capacitances (Av.)	
Grid-Plate	0.05 μμf.
Input	12.8 μμf
Output	5.6 μμf.
Transconductance (i_b = 200 ma., E_b = 2500 v, E_{c2} = 500 v)	5200 μmhos

PRICE $85

Follow the Leaders to

Eimac REG. U. S. PAT. OFF.

TUBES

The Power of FM

Texas Study Discovers Best Listening Hours for Lone Star Schools 9-9:45 a. m.

By A. L. CHAPMAN
Director, Bureau of Research
In Education by Radio
U. of Texas

"WHEN is the best time to broadcast to schools?" This is a question many broadcasters are asking. Plans are now being made for broadcasts to schools during the 1947-48 session. Since it is important for the *Texas School of the Air* to be broadcast at the most desirable time of day, this study was undertaken.

The Texas State Dept. of Education keeps a record of the schedule of recitations of all accredited high schools in the state. These schedules show the time at which school begins in the morning, the time of all recess periods, the time of beginning and ending of all class periods, and the time at which school is dismissed in the afternoon.

Study Made

A study was made of these schedules of recitations of 323 of the 1167 Texas accredited high schools. All schools (29) in Texas with an enrollment of over 1000 were included. The remaining 294 schools were selected on the basis of percentages of schools of various sizes, i.e., the exact percentage of schools of small, medium, and large enrollment which were found in the entire state were selected for study.

The times at which all bells rang in each school were recorded. A glance revealed the times at which no bells rang in most schools. The results of the tabulation are shown in the table above. The 45-minute periods are shown because it is usually desirable to allow a few minutes before the broadcast for preparation and a few minutes for discussion after the broadcast.

Best Periods for School Listening

Rank	*Best 45-min. period*	*% schools changing classes*	*Best 15-min. period*	*% schools changing classes*
1	9:00- 9:45	42	9:15- 9:30	5
2	1:00- 1:45	48	1:15- 1:30	5
3	9:45-10:30	60	10:00-10:15	8
4	11:00-11:45	62	11:15-11:30	6
5	10:15-11:00	64	10:30-10:45	7

The study also showed that it is not desirable to broadcast programs for classroom listening before 9 and after 3. The early hour is not desirable because of the great diversity of times at which schools take up in the morning. The afternoon limit is suggested because of the large number of special periods and inadequate time for follow-up of the broadcast before school is dismissed. It is not desirable to broadcast to classrooms between 11:30 and 1 because many schools, particularly large ones, have three staggered 30-minute lunch periods.

Although the results of this study may not necessarily apply to all states, the technique for securing the necessary information for determining the best time to broadcast to schools is applicable to any state. It is hoped that the above study may be suggestive to others who are confronted with the same problem.

Ex-GI with a loan

Here's another ex-G.I. with that loan to start a new business. . . . Whether it's a loan for business, construction or farming—sound financial activity has brought bank clearings in the Nashville market area to an all time high in 1947. . . . For the first quarter, clearings were up 20.5% over last year for a total of $749,984,643. Bank debits also were up 20.53%, setting a new record for the quarter. That's the strong Nashville market you can expect to back your sales effort. . . . And you can reach your share of the buyers through the large audience who listen regularly to WSIX.

5,000 WATTS • 980 KC
AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

Zenith Opens Sessions On Servicing FM Sets

SERIES of FM schools, originated and conducted by Zenith Radio Corp. to teach correct servicing of FM receivers, began in Milwaukee June 9. Schools will offer to technicians of distributors and dealers throughout country up-to-the-minute methods of proper servicing.

Classes in Milwaukee were sponsored by Morley-Murphy Co., Zenith distributor. Zenith engineers explained technical aspects of FM. Meetings are tentatively scheduled for Detroit, Buffalo, Williamsport, Pa., Boston, New York, Norfolk, Cincinnati, Memphis, Atlanta, Jacksonville, New Orleans, Dallas, Kansas City, Minneapolis, Billings, Spokane, Seattle, San Francisco, Los Angeles, Salt Lake City and Denver.

Honorary Degree

RAYMOND RUBICAM, chairman of the Research and Policy Committee of the Committee for Economic Development and retired chairman of Young & Rubicam, New York, was awarded an honorary degree of doctor of laws at Colgate U.'s spring commencement June 16. The degree was conferred by President Everett Case following the commencement address by Mr. Rubicam.

Diathermy Symposium

INVITATION was extended last week by FCC to manufacturers and engineers concerned with diathermy equipment to attend a symposium June 26-27 at the Commission's Laurel, Md., laboratory on field intensity measurements, procedures for type approval tests and related design practices.

WFIL

PHILADELPHIA

announces the
appointment of

THE KATZ AGENCY, INC.

as the
national representative
of its
Television Station, **WFIL-TV**
as well as its
FM Station, **WFIL-FM**

WFIL • WFIL-TV • WFIL-FM
are
affiliated
with
The Philadelphia Inquirer

WBPZ LOCK HAVEN, PA. STAFF NOW COMPLETE

STAFFING of WBPZ (Lock Haven Broadcasting Corp.), which went on the air in February on 1230 kc as a 250-w unlimited Mutual affiliate, has been completed, Paul M. Breining, station manager, announces.

Robert Roberts, who has been with the station since it opened, has been appointed program director. Mr. Roberts has served as a staff announcer with WHOM Jersey City, N. J., and also was with the AFRS overseas.

Dave King has been named supervisor of announcers and also assists with the copy writing. He was active in radio dramatics at Westminster College, New Wilmington, Pa., producing and directing the college radio program over WPIC Sharon, Pa.

Other staff members are: Kenneth Caum, chief engineer, assisted by Charles Charnesky and Albert Stratmoen; N. S. Caldwell, sales manager; Willard Poff, continuity; George E. Fueg and Harris Lipez, announcers (Mr. Lipez also is night supervisor); Mrs. Mildred Weber, office manager and bookkeeper, and Miss Maud Kauffman, secretary.

WMC-FM Memphis Starts Daily Interim Operation

PROGRAM test operations have been started by WMC-FM Memphis, 3-9 p. m. daily, according to General Manager Henry W. Slavick. A small antenna atop the Exchange Bldg. is fed by a 1500 w transmitter, with power to be increased to 18,000 w in a few weeks when new pylon antenna is erected. A new 754-foot tower will be built at the WMC transmitter near Five Points. When completed early next year, the antenna will radiate 515 kw.

E. C. Frase Jr., in giving FM set owners antenna instructions, said the FM outlet is on 99.7 mc. WMC-FM programs will include the finest music available, according to John Cleghorn, program manager. Distributors were informed of the WMC-FM debut at a luncheon held at the Hotel Peabody.

July 4 Is Set for Opening Of WJMX Florence, S. C.

INDEPENDENCE DAY has been set as starting date for WJMX, new 5-kw outlet on 970 kc in Florence, S. C., it was announced last week by Phil G. Sewell, manager of the Atlantic Broadcasting Co., licensee of the station.

Mr. Sewell, who was formerly with WDSC Dillon, listed the following staff: Jim Player, until recently with WCOS Columbia, program director; Paul Luecke, formerly of Westinghouse Radio Stations Inc., chief engineer; Stone Miller and Richard D. Ward, sales staff; Stuart Deabler, copy department, and Kitty Ward, traffic department.

Three FM Proposed Grants Given Philadelphia by FCC

THREE of the four remaining unreserved Class B FM channels in Philadelphia were proposed to be assigned last week by FCC. The proposed decision looks toward grant of the applications of Unity Broadcasting Corp., owned by the International Ladies' Garment Workers Union (AFL); Independence Broadcasting Co., licensee of WHAT Philadelphia, and Franklin Broadcasting Corp.

Of the two other applications in the proceeding, that of Patrick Joseph Stanton was continued in hearing and that of WDAS Philadelphia was dismissed.

The request of Mr. Stanton, favorably viewed by the Commission in its decision, was continued in hearing because of the question of financing the operation. Mr. Stanton is holder of a construction permit for WJMJ Philadelphia, 10 kw day on 1530 kc, and has been offered backing by James T. Duffy Jr., a York, Pa., machinery manufacturer. The FCC report said that Mr. Duffy however has not committed himself to support of the proposed FM station until there exists no uncertainty of the WJMJ operation. The effectiveness of the WJMJ CP has been stayed by the U. S. Court of Appeals for the District of Columbia pending outcome of the appeal taken by WCKY Cincinnati from the FCC's action refusing to set aside the Stanton grant [BROADCASTING, April 28].

The Commission dismissed the WDAS application since the station's new owner, William Goldman Theatres [BROADCASTING, May 12], had not been party to the hearing in the case and no provision for the FM operation was contained in the sales transaction.

RINGSIDE SEAT has been provided for spectators who like to watch progress of construction work on new antenna of KSD-TV and KSD-FM St. Louis. Tower, built on roof of *Post-Dispatch's* annex building, has overall height of 540 feet above street level, tallest structure in downtown area. It will be put into service in July.

FCC further stated that the former owners indicated that they did not wish to enter FM after the divestment of their AM interests.

A petition by William Goldman Theatres to grant the WDAS FM request or to open the hearing in the matter was proposed to be denied by FCC because the firm did not apply for a Class B FM channel prior to commencement of the proceeding or seek waiver of the Commission's rules for late filing. FCC stated that the petitioner had evidently become interested in broadcasting before the conclusion of the hearing through contracting for purchase of WDAS, yet it failed to "inform the Commission of its desire for an FM station in Philadelphia" until four months after close of the record.

Union's Other Plans

ILGWU, which wholly owns Unity Broadcasting Corp., also has other subsidiary interests which hold FM grants for Boston, Chattanooga, St. Louis, Los Angeles and New York (proposed). The FCC record also stated the ILGWU is negotiating for the manufacture of a large number of FM receivers for sale at cost to its members in the several cities where it holds assignments. The proposed Philadelphia station is to be operated with at least 50% of the programs sustaining, FCC found. All profits are to be employed for the improvement of the station and its services. Religious shows would be sustaining. Unity Broadcasting would encourage development of local talent, establish a music scholarship fund and a program advisory committee. Italian and Jewish programs also would be aired.

Principals in Franklin Broadcasting Co. are: Lawrence M. C. Smith, attorney, president-treasurer and 52.6% owner; Abraham L. Freedman attorney, vice president 15.8%; Walter M. Phillips, former attorney now active in civic affairs, vice president 15.8%; Joseph S. Clark Jr., attorney, assistant treasurer 5.3%; Dorothy S. Montgomery, managing director of the Philadelphia Housing Assn., secretary 10.5%. Mr. Smith, who also is minority stock holder in Valley Broadcasting Co., application for AM facilities in Allentown, Pa., is to devote a substantial part of his time to the FM station. The other stockholders will not take part in day to day operations.

WRTA Preview

A PRIVATE SHOWING and inspection of WRTA, Altoona, Pa.'s new 250 w ABC affiliate soon to take the air, was held last Wednesday by Roy Thompson, owner-manager. Station is located in the Penn Furniture Bldg., 1421 Twelfth Ave., Altoona.

Farm Safety Stunt

NEW AND UNUSUAL approach to farm safety has been devised by WKY Oklahoma City in a promotion stunt designed to reduce farm accidents. Grave crosses bearing humorous epitaphs which suggest serious safety messages are placed in the usual graveyard manner on the grounds at important Oklahoma farm meetings. One cross, for example, says, "Sam reached from the tub to turn on the light, the funeral was held last Saturday night."

L. A. Advertising Women Choose New Officers

GLAD HALL JONES, account executive of KRKD Los Angeles, has been elected president of Los Angeles Advertising Women for 1947-48. Nancy Holme, CBS Western division education director and Essie L. Elliott, home economics director of California Fruit Growers Exchange (Sunkist), were elected first and second vice president respectively. Adene M. Lattahome, economics editor, *Los Angeles Examiner*, was made corresponding secretary, with Elora Sornson, fashion editor, Los Angeles *Downtown Shopping News*, recording secretary. Bea Davies, media director of Hixson-O'Donnell Adv., is treasurer.

Directors are Helen Edwards, head of her own Los Angeles advertising placement service; Venna Taylor, account executive of KRKD; Doris H. Allen, advertising executive of Southern California Gas Co.; Helen Murray Hall, acting promotion manager, NBC Western division; Kay C. Jones, advertising director, Rose Marie Reid Originals.

New Magnavox Plant

WORK started last week on a $1,000,000 factory for Magnavox Co. at Paducah, Ky., according to Richard A. O'Connor, president. The plant will employ 1,000 in manufacture of radio components and household appliances, with a $2,000,000 annual payroll. It is to be completed about mid-October.

New BMB Subscribers

BMB HEADQUARTERS in New York has announced 34 more subscribers to forthcoming study No. 2 and the signing of WCRS Greenwood, S. C. for study No. 1. New Study No. 2 subscribers: KERN KICO KMJ KWSD KFBK KWG WGPC WATL WRBL WTOC WPAX KRLC KANS WLAP WSIG KOH WISE WBT WEGO WAYN WSJS WFMJ KORE WBIR WMC KFDA KTRM KVAL KRIS KRGV KSL KVJ WBTH KPOW.

NOW
and from now on
THE BEST
in transcribed shows

It's all up there in the headline—and on those billboards. The Cowan organization offers you seven of the hottest shows in the business . . . and they *mean* business.

Every program gets big-budget results on small-budget terms. Every show is tops in its field—disc jockey, situation comedy, mystery, drama, sports, music.

To stations these shows offer a programming opportunity to meet and beat competition. To advertisers and their agencies these transcribed programs mean network quality at extremely low cost.

The next seven pages (they might be the most important reading you've ever done!) are stamped with the Cowan kind of showmanship.

Cowan transcriptions turn the tables on competition!

LOUIS G. COWAN
INC.

NEW YORK:
485 Madison Ave., New York 22, N. Y. Plaza 9-3700

CHICAGO:
8 So. Michigan Ave., Chicago 3, Ill. Randolph 2022

HOLLYWOOD:
Guaranty Bldg., 6331 Hollywood Blvd.
Hollywood 28, Calif.

Reach for the Sky!

YOU'LL REACH MORE LISTENERS PER DOLLAR

THAN YOU EVER PULLED OUT OF ANY SKY WITH

RED RYDER

ON TRANSCRIPTION

People like to buy from salesmen they know, and everybody knows "Red Ryder."

"Red Ryder" is more than a radio show—he's an American institution!

45,000,000 men, women and children read this popular comic-strip feature in 750 daily and Sunday newspapers.

65,000,000 people see "Red Ryder" in the 8 feature motion pictures shown annually in more than 8,000 theatres.

12,000,000 "Red Ryder" comic magazines are sold yearly.

1,000,000 "Red Ryder and Little Beaver" Big Little Books are sold yearly.

"Red Ryder" is the most promotable program ever! And we've got everything ready for you: radio's greatest fan club, self-liquidating premiums, giveaways, tie-ups galore.

After five sensational years of live broadcasting and successful selling for Langendorf Bakeries, "Red Ryder" is now available for the first time on transcription.

Both sponsor and agency give great credit to this program for its contribution to a spectacular sales increase in recent years. "Red Ryder" is ready to ride for you—in one or hundreds of markets, at an amazingly low cost. Get the facts today!

series of 52 half-hour surefire transcriptions

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK CHICAGO HOLLYWOOD

the all-time all-star transcription top!

the SMITHS of Hollywood

An Andrew Hickox Production

Starring

arthur TREACHER

brenda MARSHALL

harry VON ZELL

Jan FORD

Plus

THE PICK OF MOTION PICTURE NAMES AS GUEST STARS!

ann SHERIDAN

lucille BALL

william HOLDEN

marsha HUNT

and others...many others!

Ever wished you could sponsor "Henry Aldrich"... "Date with Judy"... "Life of Riley"... "Ozzie and Harriet" or any other high-cost, high-rating situation comedy show on the networks today?

Then here's the show you've been waiting for. "The Smiths of Hollywood" has every bit of the audience-appeal of these top shows. And it has *Big Star Names!*

"The Smiths of Hollywood" will take the play away from anything on the dial! Each half-hour cost $10,000 to produce . . . but share-the-cost transcriptions spread the expense among hundreds of advertisers. There's never been a better show. No station or sponsor ever had a better deal. It's surefire and the low cost is one of its best features! Half-hour shows ready now!

Matchless music by Charles Hathaway and his 15-piece orchestra. Brilliantly written by Dick Nossaman and Robert Presnell, Jr.

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK CHICAGO HOLLYWOOD

WOW!
TOMMY
If you don't book it, you'll have to Buck it!

DORSEY

DISC JOCKEY SHOW ON TRANSCRIPTION

oh, that Dorsey — he leads everything . . . everywhere!

All we did was announce the new Tommy Dorsey Disc Jockey show. We explained that Tommy on transcribed bands emcees the show, personally selects and introduces hit phonograph records, and interviews top-drawer guest stars.

Wow! You should have been here to see what happened! Wow is about as close as we can come to a description. The wires hummed, the phones jangled, the postman staggered under his load. Non-cancellable, 52-week orders on just one advertisement!

Regardless of broadcast time, Dorsey will capture and hold the major share of the available audience for any station five full hours every week. Here's your chance to dominate — *really* dominate — *any* area at an extremely low talent cost.

Buy the whole five-hour strip, or any part of it on as many stations as you want. It sells as full-, half- or quarter-hour strips as well as spot announcements. Big as it is, the cost is small. Write, wire or phone us today for names of stations carrying the show in the markets you are interested in.

(ASIDE TO STATION MANAGERS: Better find out right now if the Tommy Dorsey Disc Jockey Show is still available in your market. Only one station in any market can own this valuable franchise. *Remember, if you don't book it, you'll have to buck it . . . five full hours every week!*)

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK CHICAGO HOLLYWOOD

THEATRE OF FAMOUS RADIO PLAYERS

RADIO'S GREATEST TALENTS
IN RADIO'S GREATEST
DRAMATIC TRANSCRIPTIONS

AN AMAZING RECORD
OF SUCCESSFUL SELLING
AT LOWEST COST
FROM COAST TO COAST

PRODUCED BY LES MITCHEL

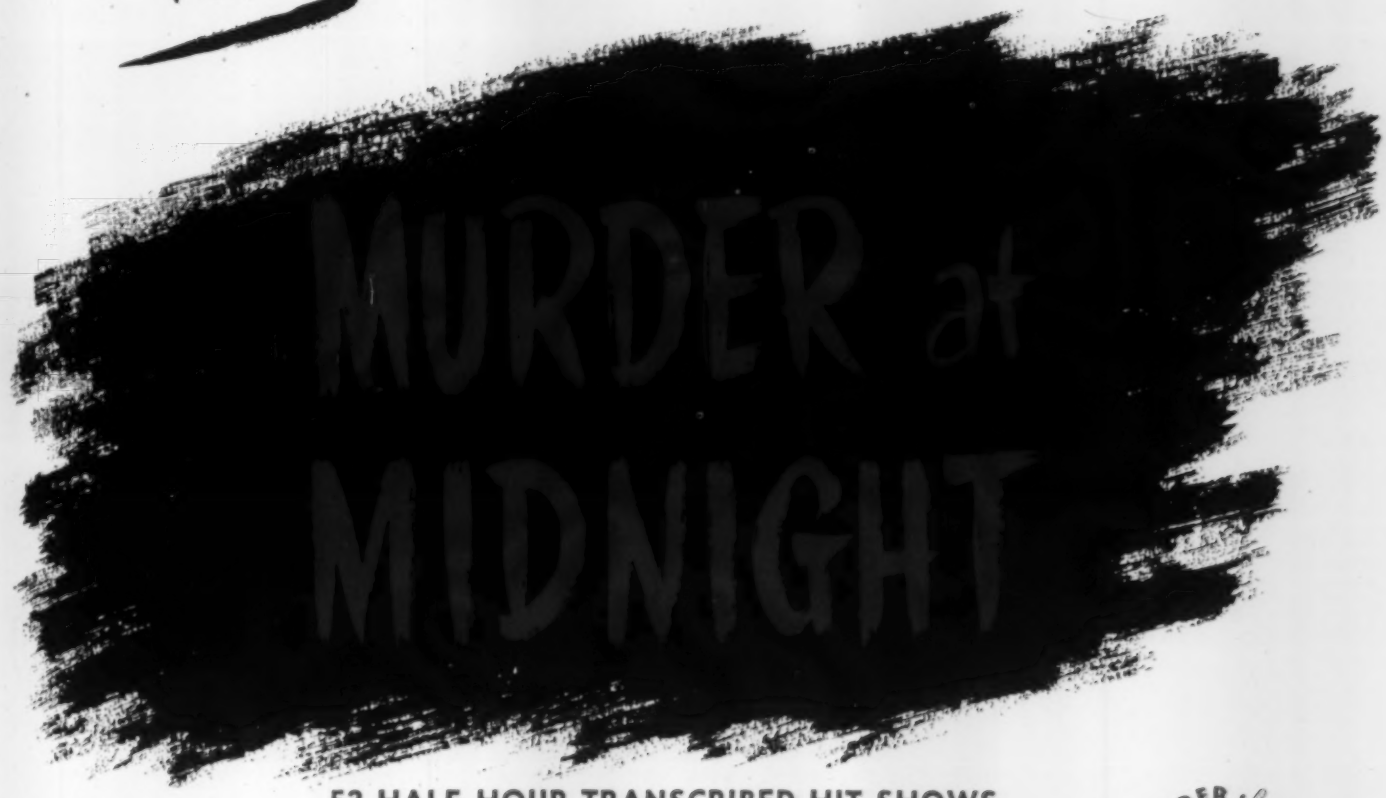
HALF HOURS

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK CHICAGO HOLLYWOOD

Punch... Power... Payoff!



52 HALF HOUR TRANSCRIBED HIT SHOWS

The proof of any radio program's value lies in its ability to produce SALES—and in city after city contract renewals for additional cycles are *proof* that "Murder at Midnight" does just that! (Ehret Beer just renewed for the fourth 13-week cycle on WJZ New York the other day).

Ratings, too, tell a success story:

No. 1—13.2 in San Francisco on KFRC
No. 1— 6.7 in New York on WJZ
No. 1—10.2 in San Diego on KFSD
No. 2— 7.6 in Chicago on WGN

and so they go . . . all against the toughest kind of competition.

All this proves once and for all that outstanding stories by the authors of radio's high rating network mysteries, outstanding musical treatment, leading radio players, add up to true network quality programs.

Yes, "Murder at Midnight" takes the gamble out of program selection because week after week, in big markets and small markets, for big companies and small stores, "Murder at Midnight" is proving over and over again that it is a whale of a salesman for all kinds of merchandise and services. Put "Murder at Midnight" on your sales staff and watch your sales soar!

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK CHICAGO HOLLYWOOD

the greatest authority of them all!

Joe McCarthy speaks

Winner of seven pennants and six world series—a record never equaled—McCarthy tells inside stories of baseball . . . the kind only an expert could tell.

120 five-minute transcribed programs!

Produced by Robert Mendleson

humorous! informative! exciting!

the one and only!

Barber Shop Harmonies

by the gaslight quartette

The only Barber Shop Quartette series available today on transcription. Scores of advertisers on station from coast to coast are proving its merit every day.

156 fifteen-minute transcribed programs!

Produced by Robert Mendleson

heartwarming! irresistible! saleable!

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK: . . . . . 185 Madison Ave., New York 22, N. Y., Plaza 9-3700
CHICAGO: . . . . . 8 So. Michigan Ave., Chicago 3, Ill., Randolph 2022
HOLLYWOOD: . . . . . Guaranty Building, 6331 Hollywood Blvd., Hollywood 28, Calif.

New Frequency Assignments for FM Stations in the United States

(Based on FCC Rules & Standards as Proposed; Adopted June 12, 1947)

NEW FREQUENCY assignments for U. S. FM stations, employing a minimum four-channel separation for stations operating in the same city, are shown below as announced by FCC.

Involving both Class A and Class B stations, commercial and noncommercial, the new assignments are based on the new FM Rules and Standards and Class B reallocation plan as proposed by FCC in April and adopted June 12 [BROADCASTING, April 14, June 16].

The list covers 634 commercial and 35 noncommercial authorizations (all licensees and permittees, and conditional grantees who have been authorized to begin interim operations).

Stations already on the air are expected to change to their new channels by Oct. 1. FCC approval must be secured before changeovers are made. The Commission felt that "conflicts will be few and that stations now operating may for the most part schedule the change in frequency to meet their particular requirements."

FCC also announced that it would permit the FM channel-reservation policy to expire July 1 and urged that applications for these channels be filed before that date. Applicants who have been into hearing and received denials, and those who may lose competitive proceedings in the future, will be permitted to apply for reserved channels without regard to the FCC rule against "repetitious" applications. All applicants filing after July 1 must specify the channel they seek.

In the list below, operation before next March 1 on frequencies marked by asterisks (*) will be contingent on clearance of image frequency interference in present aeronautical navigational aid receivers.

COMMERCIAL STATIONS

(Class A and Class B)

State & City	Call Letters	Licensee or Permittee	Freq. MC.	Channel No.
ALABAMA				
Anniston	WHMA-FM	Harry M. Ayers	100.5	263
Birmingham	WAFM	Voice of Ala.	99.5	258
"	WBRC-FM	Birmingham Bg. Co.	102.5	273
"	WDXE	Johnston Bg. Co.	104.7	284
"	WSGN-FM	Birmingham News Co.	93.7	229
Gadsden	WJBY-FM	Gadsden Bg. Co.	103.7	279
Huntsville		Huntsville Times Co.	95.1	236
Mobile	WAFB	Mobile Dly Nwspr.	107.9	300
"	WALA-FM	Pape Bg. Co.	102.1	271
"	WKRG-FM	Giddens & Rester	99.9	260
"	WMOB-FM	Nunn Bg. Corp.	97.5	248
Montgomery	WMGY-FM	Dixie Bg. Co.	107.5	298
"	WSFA-FM	Montgomery Bg. Co.	103.3	277
ARKANSAS				
Fort Smith	KPFW-FM	Southwestern Htl. Co.	94.9	235
"	KFSA-FM	Donald W. Reynolds	107.7	299
"	KRKN-FM	Ark.-Okla. Bg. Corp.	102.1	271
"	KWHN-FM	KWHN Bg. Co.	104.1	281
Siloam Springs	KUOA-FM	KUOA Inc.	105.7	289
CALIFORNIA				
Alameda	KONG	Times-Star Pub. Co.	104.9	285
Bakersfield	KERN-FM	McClatchy Bg. Co.	94.1	231
Berkeley	KRE-FM	Cent. Cal. Bestrs.	102.9	275
Beverly Hills	KHRB	Beverly Hills Bg. Co.	103.9	280
Chico	KHSL-FM	Golden Emp. Bg. Co.	101.1	266
Eureka	KRED	Redwood Bg. Co.	96.3	242
Fresno	KARM-FM	KARM, Geo. Harm Station	101.9	270
Fresno	KRFM	J. E. Rodman	97.9	250
Hollywood	KNX-FM	CBS	93.1	226
Los Angeles	KCLI	Cannon & Callister	105.1	286
"	KECA-FM	ABC	95.5	238
"	KFAC-FM	L. A. Bg. Co.	104.3	282
"	KFI-FM	E. C. Anthony	105.9	290
"	KFVD-FM	Standard Bg. Co.	99.5	258
"	KHJ-FM	Don Lee	101.1	266
"	KKLA	Echo Park Evang. Assn.	97.1	246
"	KMGM	MGM Studios	98.7	254
"	KMPC-FM	KMPC, Sta. of Stars	100.3	262
"	KOMB	Cons. Bg. Corp.	101.9	270
"	KRKD-FM	Radio Bestrs.	96.3	242
"	KTML	Times Mirror Co.	103.5	278
"	KVUN	Unity Bg. Corp. of America	94.7	234
Marysville	KMYC-FM	Marysville-Yuba City Bestrs.	99.9	260
"	KSVA	Sacramento Valley Bestrs.	101.5	268
Merced		Merced Bg. Co.	97.5	248
Monterey	KDON-FM	Monterey Peninsula Bg. Co.	94.5	233
Oakland	KLX-FM	Tribune Bldg. Co.	101.3	267
"	KWBR-FM	Warner Bros.	97.3	247
Ontario	KOCS-FM	Daily Report	93.5	228
Palo Alto	KPNI-FM	Peninsula Nwsprs.	101.7	269
Pasadena	KAGH	Rose Bowl Bestrs.	98.3	252
"	KWFM	So. Cal. Bg. Co.	102.7	274
Redding	KVCV-FM	Golden Emp. Bg. Co.	103.9	280
Richmond	KRCC	Contra Costa Bg. Co.	100.1	261
Riverside	KPOR	Bg. Corp. of Amer.	97.5	248
Sacramento	KCRA-FM	Cent. Valley Bg. Co.	*96.1	*241
"	KFBK-FM	McClatchy Bg. Co.	96.9	245
"	KROY-FM	Harmco Inc.	94.5	233
"	KXOA-FM	Lincoln Dellar	107.9	300
Salinas	KSLI	Luther E. Gibson	96.9	245
San Bernardino	KBMT	Sun Co. of San Bernardino	99.9	260
"	KFXM-FM	Lee Bros. Bg. Co.	95.1	236
San Bruno	KSBR	Radio Diablo	100.5	263
San Diego	KFSD-FM	Airfan Radio Corp.	94.1	231
"	KFMB-FM	Jack Gross Bg. Co. Studebaker Bg. Co.	101.5 104.7	268 284
San Francisco	KJBS-FM	KJBS Bestrs.	98.9	255
"	KPAF	Pacific Agri. Found.	103.7	279
"	KRON	Chronicle Pub. Co.	96.5	243
"	KSFH	Pacific Bg. Co.	94.9	235
"	KSFO-FM	Associated Bestrs.	98.1	251
"	KGO-FM	ABC	105.3	287
San Jose	KLOK-FM	Valley Bg. Co.	98.5	253
"	KPRO	FM Radio & Tel. Corp.	92.3	222
"	KSJO-FM	Santa Clara Bg. Co.	95.3	237
San Luis Obispo	KVEC-FM	Valley Electric Co.	99.9	260
San Mateo	KSMO-FM	Amphlett Ptg. Co.	93.3	227
Santa Ana	KVOE-FM	Voice of Orange Emp.	96.7	244
Santa Maria	KRJM	Daily Times	103.1	276
Stockton	KGDM-FM	E. F. Peffer	92.9	225
CONNECTICUT				
Danbury	WLAD	Berkshire Bg. Corp.	98.3	252
Hartford	WDRC-FM	WDRC Inc.	93.7	229
"	WTIC-FM	Trav. Bg. Serv. Corp.	*96.5	*243
"	WONS-FM	Yankee Network	102.9	275
Meriden	WMMW-FM	Silver City Crystal Co.	95.7	239
New Britain	WKNB-FM	New Britain Bg. Co.	103.7	279
New Haven	WBIB	Colony Bg. Corp.	100.7	264
"	WNHC-FM	Elm City Bg. Corp.	99.1	256
New London	WNLC-FM	Thames Bg. Corp.	99.5	258
Stamford	WSTC-FM	Western Conn. Bg. Co.	96.7	244
Waterbury	WBRY-FM	Amer. Republican	102.5	273
DELAWARE				
Wilmington	WILM-FM	Delaware Bg. Co.	99.5	258
"	WTUX-FM	Port Frere Bg. Co.	107.3	297
DISTRICT OF COLUMBIA				
Washington	WASH	Com. Radio Equip. Co.	97.1	246
"	WHMB	Theodore Granik	100.3	262
"	WINX-FM	WINX Bg. Co.	96.3	242
"	WMAL-FM	Evening Star Bg. Co.	107.3	297
"	WOL-FM	Cowles Bg. Co.	98.7	254
"	WPOB	Pot. Bg. Cooperative	99.5	258
"	WQQW-FM	Met. Bg. Corp.	103.5	278
"	WRC-FM	NBC	93.9	230
"	WWDC-FM	Capital Bg. Co.	101.1	266
FLORIDA				
Daytona Beach	WNDB	News-Jour. Corp.	94.5	233
Ft. Lauderdale	WGOR	Gore Pub. Co.	106.5	293
Jacksonville	WJAX-FM	City of Jacksonville	95.1	236
"	WJHP-FM	Metropolis Co.	96.9	245
"	WMBR-FM	Florida Bg. Co.	96.1	241
"	WPDQ-FM	Jacksonville Bg. Corp.	99.7	259
Miami	WIOD-FM	Isle of Dreams Bg. Co.	97.3	247
"	WWPB-FM	Paul Brake	101.5	268
"	WMIM	Everglades Bg. Co.	99.9	260
"	WQAM-FM	Miami Bg. Co.	94.9	235
Miami Beach	WKAT-FM	A. Frank Katzentine	93.1	226
Orlando	WHOO-FM	Orlando Dly. Nwspr.	96.5	243
Palm Beach	WWPG-FM	Palm Beach Bg. Corp.	97.9	250
Pensacola	WCOA-FM	Pensacola Bg. Co.	98.9	255
St. Petersburg	WTSP-FM	Pinellas Bg. Co.	102.5	273
Tallahassee	WTAL-FM	Cap. City Bg. Corp.	103.9	280
Tampa	WFLA-FM	Tribune Co.	93.3	227
"	WDAE-FM	Tampa Times Co.	105.7	289
W. Palm Beach	WJNO-FM	WJNO Inc.	98.7	254
GEORGIA				
Athens	WGAU-FM	J. K. Patrick Co.	99.5	258
Atlanta	WCON-FM	Constitution Pub. Co.	98.5	253
Augusta	WFMV	Augusta Chronic. Bg. Co.	103.7	279
"	WRDW-FM	Augusta Bg. Co.	105.7	289
Cedartown	WGAA-FM	Nwst. Ga. Bg. Co.	*96.1	*241
Columbus	WDAK-FM	Radio Columbus	107.9	300
"	WGBA	Ga.-Ala. Bg. Corp.	95.1	236
"	WRBL-FM	Columbus Bg. Co.	93.3	227
Macon	WBML-FM	Middle Ga. Bg. Co.	100.7	264
"	WMAZ-FM	Southeastern Bg. Co.	99.1	256
Moultrie	WMGA-FM	John F. Pidcock	103.5	278
Rome	WRGA-FM	Rome Bg. Corp.	106.5	293
Savannah	WSAV-FM	WSAV Inc.	100.3	262
"	WTOC-FM	Savannah Bg. Co.	97.3	247
Toccoa	WRLC-FM	R. G. LeTourneau	102.9	275
IDAHO				
Boise	KIDO-FM	Boise Broadcast Sta.	106.1	291
Nampa	KFXD-FM	Frank E. Hurt & Son	101.9	270
Pocatello	KSEI-FM	Radio Service Corp.	96.5	243
Twin Falls	KTFI-FM	Radio Bg. Corp.	93.1	226
ILLINOIS				
Bloomington	WJBC-FM	Bloomington Bg. Corp.	101.5	268
Brookfield	WRGK	George M. Ives	103.1	276
Carbondale	WCIL-FM	Southern Ill. Bg. Partnership	92.9	225
Champaign	WDWS-FM	Champaign News-Gazette	97.5	248
Chicago	WBBM-FM	CBS	97.1	246
"	WDLM	Moody Bible Inst.	95.5	238
"	WEFM	Zenith Radio Corp.	99.5	258
"	WEHS	WHFC Inc.	97.9	250
"	WGNB	WGN Inc.	98.7	254
Decatur	WSOY-FM	Commodore Bg. Inc.	98.7	254
Elmwood Park	WLEY	Elmwood Park Bg. Corp.	107.1	296
Evanston	WEAW	North Shore Bg. Co.	96.7	244
Freeport	WFJS	Jour. Stand. Pub. Co.	102.5	273
Harrisburg	WEBQ-FM	Harrisburg Bg. Co.	99.9	260
Herrin	WJPF-FM	Orville Lyerla	98.5	253
Kankakee	WKIL	Daily Journal Co.	100.7	264
Mt. Vernon	WMIW	Midwest Bg. Co.	103.3	277
"	WMIX-FM	Mt. Vernon Radio & Tele. Co.	94.1	231
Peoria	WEEK-FM	West Central Bg. Co.	93.3	227
"	WMBD-FM	Peoria Bg. Co.	92.5	223
"	WMMJ	Mid-State Bg. Co.	96.5	243
"	WWXL-FM	Central Ill. Radio Corp.	94.1	231
"	WTAZ	Ill. Valley Bg. Co.	95.7	239
Quincy	WQDI	Quincy Nwsprs. Inc.	105.1	286
"	WTAD-FM	Lee Bg. Inc.	99.5	258
Rockford	WROK-FM	Rockford Bestrs.	97.5	248
Rock Island	WHBF-FM	Rock Island Bg. Co.	98.9	255
Springfield	WCBS-FM	WCBS Inc.	102.9	275
"	WTAX-FM	WTAX Inc.	103.7	279
Waukegan	WKRS	Keystone Ptg. Serv.	106.7	294
INDIANA				
Columbus	WCSI	Syndicate Theatres Inc.	93.7	229
Connersville	WCNB	News-Examiner Co.	100.3	262
Elkhart	WTRC-FM	Truth Pub. Co.	100.7	264
Evansville	WMJF	Tri-State Bg. Corp.	102.5	273
"	WMLL	Evansville on Air	94.5	233
Ft. Wayne	WFTW-FM	Ft. Wayne Bg. Inc.	103.7	279
"	WGL-FM	Farnsworth Tele. & Radio Corp.	105.3	287
"	WKJG-FM	Northeastern Ind. Bg. Co.	106.1	291
"	WOWO-FM	Westinghouse Radio Stations	96.1	241
Hammond	WJOB-FM	South Shore Bg. Corp.	92.3	222
Indianapolis	WABW	Associated Bestrs.	94.7	234
Kokomo	WKMO-FM	Kokomo Bg. Corp.	99.9	260
Lafayette	WFAM	WFAM Inc.	95.1	236
Muncie	WLBC-FM	Donald A. Burton	104.1	281
New Castle	WCTW	Courier-Times	103.1	276
Shelbyville	WSRK	Shelbyville Radio	101.3	267
South Bend	WSBF	South Bend Tribune	101.3	267
Terre Haute	WBOW-FM	Banks of Wabash	101.1	266
"	WTHI-FM	Wabash Valley Bg. Corp.	99.9	260
IOWA				
Burlington	KBUR-FM	Burlington Bg. Co.	92.9	225
Cedar Rapids	KCRG-FM	Gazette Co.	96.9	245
Davenport	WOC-FM	Tri-City Bg. Co.	103.7	279
Des Moines	KIOA	Independent Bg. Co.	98.5	253
"	KRNT-FM	Cowles Bg. Co.	104.5	283
"	KSO-FM	Murphy Bg. Co.	97.3	247
"	WHO-FM	Central Bg. Co.	100.3	262
Dubuque	WDBQ	Dubuque Bg. Co.	103.3	277
"	KDTH-FM	Telegraph-Herald	100.5	263
Mason City	KGLO-FM	Lee Radio	101.1	266
Sioux City	KSCJ-FM	Perkins Bros. Co.	94.9	235
KANSAS				
Hutchinson	KIMV	Hutchinson Pub. Co.	105.7	289
"	KWBW-FM	Nation's Center Bg. Co.	93.1	226
Kansas City	KSBS	Sunflower Bg. Sys.	105.9	290
Lawrence	KXKX	World Co.	105.1	286
Topeka	KTSJ	Topeka State Jour.	99.5	258
"	WIBW-FM	Topeka Bg. Assn.	102.5	273
Wichita	KFH-FM	Radio Sta. KFH Co.	100.3	262
"	KWBB	Wichita Beacon Bg. Co.	97.9	250
KENTUCKY				
Henderson	WSON-FM	Henderson Bg. Co.	99.5	258
Hopkinsville	WHOP-FM	Hopkinsville Bg. Co.	98.7	254
Lexington	WLAP-FM	Amer. Bg. Corp of Ky.	*94.5	*233
Louisville	WAVE-FM	WAVE Inc.	95.1	236
"	WBOX	Northside Bg. Corp.	100.7	264
"	WCJT	Courier-Journal & Times Co.	99.7	259
Owensboro	WOMI-FM	Owensboro Bg. Co.	92.5	223
"	WVJS-FM	Owensboro on Air	96.1	241
Paducah	WKYC	Paducah Nwsprs.	93.3	227
"	WPAD-FM	Paducah Bg. Co.	96.9	245
Winchester	WINW	Winchester Sun Co.	100.1	261
LOUISIANA				
Alexandria	KALB-FM	Alexandria Bg. Co.	96.9	245
"	KPDR-FM	Central La. Bg. Co.	99.7	259
Baton Rouge	WBRL	Baton Rouge Bg. Co.	98.1	251
New Orleans	WDSU-FM	Stephens Bg. Co.	92.3	222
"	WRCM	Supreme Bg. System	97.1	246
"	WSMB-FM	WSMB Inc.	93.7	229
"	WTPS-FM	Times Picayune Pub. Co.	95.7	239
"	WWLH	Loyola U.	100.3	262
MAINE				
Bangor	WGUY-FM	Portland Bg. System	93.1	226
Lewiston	WCOU-FM	Twin City Bg. Co.	93.9	230
Portland	WGAN-FM	Portland Bg. System	101.9	270
"	WMNE	Yankee Network	100.5	263
MARYLAND				
Annapolis	WJWD	Capital Bg. Co.	99.1	256
Baltimore	WASA	A. S. Abell Co.	97.9	250
"	WCBM-FM	Baltimore Bg. Corp.	93.1	226
"	WCAO-FM	Monumental Radio Co.	102.7	274
"	WFBR-FM	Baltimore Radio Show	101.9	270
"	WMCP	Belvedere Bg. Corp.	94.7	234
"	WITH-FM	Md. Bg. Co.	104.3	282
Cumberland	WTSH	Tri-State Bg. Co.	102.9	275
Frederick	WFMD-FM	Monocacy Bg. Co.	101.5	268
Hagerstown	WJEJ-FM	Hagerstown Bg. Co.	104.7	284
Salisbury	WBOC-FM	Peninsula Bg. Co.	97.5	248
Silver Spring	WGAY-FM	Tri-Suburban Bg. Corp.	103.9	280
MASSACHUSETTS				
Boston	WBZ-FM	Westinghouse Radio Stations	92.9	225
Brockton	WAZV	Cur-Nan Co.	107.1	296
Fall River	WSAR-FM	Fall River Bg. Co.	103.7	279
"	WFRN	Narragansett Bg. Co.	100.9	265

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State & City	Call Letters	Licensee or Permittee	Freq. MC.	Channel No.
MASSACHUSETTS (Continued)				
Fitchburg	WEIM-FM	Mitchell Meyers, Reuben Aronheim & Milton Meyers	104.7	284
Greenfield	WHAI-FM	John W. Haigis	98.3	252
Haverhill	WHAV-FM	Gazette Co.	92.5	223
Holyoke	WHYN-FM	Hampden-Hampshire Corp.	93.1	226
Lawrence	WLAW-FM	Hildreth & Rogers Co.	93.7	229
Lowell	WLLH-FM	Merrimac Bg. Co.	99.5	258
New Bedford	WBIL	Southeastern Mass. Bg. Corp.	99.3	257
"	WBSM	Bay State Bg. Co.	97.3	247
"	WFMR	E. Anthony & Sons	98.1	251
North Adams	WMFM	James A. Hardman	97.5	248
Salem	WESX-FM	North Shore Bg. Co.	92.1	221
Springfield	WBZA-FM	Westinghouse Radio Stations	97.1	246
"	WMAS-FM	WMAS Inc.	94.7	234
Worcester	WGTR	Yankee Network	99.1	256
"	WTAG-FM	WTAG Inc.	100.7	264
MICHIGAN				
Ann Arbor	WPAG-FM	Washtenaw Bg. Co.	98.7	254
Battle Creek	WELL-FM	Federated Pub.	102.1	271
Bay City	WBCM-FM	Bay Bg. Co.	96.1	241
Benton Harbor	WHFB-FM	Palladium Pub. Co.	99.9	260
Dearborn	WRAM	Herman Radner	103.9	280
Detroit	WWJ-FM	Evening News Assn.	97.1	246
"	WDLW	Knight Radio Corp.	95.5	238
"	WJR-FM	WJR, Goodwill Sta.	96.3	242
"	WJBK-FM	James F. Hopkins Inc.	93.1	226
"	WJLB-FM	Booth Radio Station	97.9	250
Flint	WAJL	Advertiser Press	107.1	296
Grand Rapids	WLAV-FM	Leonard A. Versluis	96.9	245
"	WFRS	Grand Rapids Bg. Corp.	92.5	223
"	WGRH	Lear Inc.	103.5	278
Jackson	WIBM-FM	WIBM Inc.	96.7	244
Lansing	WJIM-FM	WJIM Inc.	97.5	248
Mt. Clemens	WMLN	Macomb Pub. Co.	106.3	292
Muskegon	WKBZ-FM	Ashbacker Radio Corp.	106.5	293
"	WMUS-FM	Greater Muskegon Bestrs.	107.3	297
Owosso	WQDV	Argus-Press Co.	103.1	276
Pontiac	WCAR-FM	Pontiac Bg. Co.	103.5	278
Port Huron	WTTH	Times Herald Co.	99.1	256
Royal Oak	WEXL-FM	Royal Oak Bg. Co.	104.3	282
Saginaw	WSAL	Saginaw Bg. Co.	98.1	251
Wyandotte	WJJW	Wyandotte News Co.	103.1	276
MINNESOTA				
Duluth	WDUL	Head of Lakes Bg. Co.	92.3	222
Mankato	KYSM-FM	Southern Minn. Supply Co.	103.5	278
Minneapolis	WLOL-FM	Independent Merchants Bg. Co.	101.3	267
"	WTCN-FM	Minn. Bg. Corp.	97.1	246
Rochester	KROC-FM	Southern Minn. Bg. Co.	94.7	234
St. Cloud	KFAM-FM	Times Pub. Co.	104.7	284
St. Paul	WMIN-FM	WMIN Bg. Co.	99.5	258
"	KSTP-FM	KSTP Inc.	102.1	271
Winona	KWNO-FM	Winona Radio Service	97.5	248
MISSISSIPPI				
Jackson	WJDX-FM	Lamar Life Ins. Co.	102.9	275
MISSOURI				
Cape Girardeau	KFVS-FM	Oscar C. Hirsch	101.3	267
Clayton	KFUO-FM	Evangelical Luth. Synod of Mo.	104.1	281
Jefferson City	KNEU	Capital Bg. Co.	98.5	253
Joplin	WMBH-FM	Joplin Bg. Co.	96.1	241
Kansas City	KCFM	KCMO Bg. Co.	104.3	282
"	KCST	Star Co.	94.9	235
"	KMBC-FM	Midland Bg. Co.	100.5	263
"	KOZY	Commercial Radio Equip. Co.	98.1	251
"	WHB-FM	WHB Bg. Co.	102.1	271
St. Joseph	KFEQ-FM	KFEQ Inc.	92.3	222
St. Louis	KSD-FM	Pulitzer Pub. Co.	102.5	273
"	KUBR	Unity Bg. Corp.	106.7	294
"	KWGD	Globe Democrat Pub. Co.	98.1	251
"	KXOK-FM	Star-Times Pub. Co.	93.7	229
"	KWK-FM	Thomas-Patrick Inc.	99.1	256
"	WEW-FM	St. Louis U.	95.1	236
"	WIL-FM	Mo. Bg. Corp.	97.3	247
NEBRASKA				
Lincoln	KFAB-FM	KFAB Bg. Co.	97.9	250
"	KFOR-FM	Cornbelt Bg. Corp.	102.9	275
Omaha	KBON-FM	Inland Bg. Co.	98.7	254
"	KOAD	World Pub. Co.	92.9	225
NEVADA				
Las Vegas	KENO-FM	Nev. Bg. Co.	103.9	280
Reno	KSAV	Saviers Elec. Prod.	103.9	280
"	KWRN	Reno Newspapers	95.5	238
NEW HAMPSHIRE				
Claremont	WLOB	Claremont Eagle	106.1	291
Portsmouth	WFMB	WHEB Inc.	107.3	297
NEW JERSEY				
Alpine	WFMN	Edwin H. Armstrong	93.1	226
Asbury Park	WJLK	Asbury Park Press	94.3	232
"	WCAP-FM	Radio Ind. Bg. Co.	107.1	296
Atlantic City	WFPG-FM	Neptune Bg. Corp.	98.5	253
"	WBAB-FM	Press-Union Pub. Co.	100.7	264
Bridgeton	WSNJ-FM	Eastern States Bg. Corp.	98.9	255
Elizabeth	WPOE	Radio Elizabeth	96.7	244
Jersey City	WAAW	Bremer Bg. Corp.	101.9	270
"	WFMO	Fidelity Media Bg. Corp.	103.1	276
New Brunswick	WHNM	Home News Pub. Co.	93.5	228
Paterson	WWDX	Passaic Daily News	107.1	296
NEW YORK				
Albany	WROW-FM	Hudson Valley Bg. Co.	93.9	230
"	WRWR	Champlain Valley Bg. Corp.	95.5	238
Binghamton	WNBF-FM	Clark Assoc.	100.5	263
Buffalo	WEBR-FM	WEBR Inc.	96.9	245
"	WBEN-FM	WBEN Inc.	106.5	293
"	WBNY-FM	Roy L. Albertson	92.9	225
Coram	WFSS	Suffolk Bg. Corp.	103.1	276
Corning	WKNP	Corning Leader	106.1	291
Hempstead	WHNY	Elias T. Godofsky	98.3	252
Hornell	WWHG	W. H. Greenhow Co.	105.3	287
Ithaca	WHCU-FM	Cornell U.	97.3	247
Jamestown	WJTN-FM	James Bg. Co.	93.3	227
Massena	WMSA-FM	Brockway Co.	105.3	287
Mt. Vernon	WHBJ	Hudson Bg. System	106.3	292
New York	WABF	Metrop. Bg. & Tele.	94.7	234
"	WBAM	Bamberger Bg. Serv.	98.7	254
"	WCBS-FM	CBS	100.3	262
"	WGHF	Wm. G. H. Finch	101.1	266
"	WGYN	WGYN Inc.	97.9	250
"	WMGM	Marcus Loew Booking Agency	99.5	258
"	WNBC-FM	NBC	97.1	246
"	WNYC-FM	City of N. Y.	93.9	230
"	WQXQ	Interstate Bg. Co.	96.3	242
Niagara Falls	WHLD-FM	Gazette Pub. Co.	98.5	253
Ogdensburg	WSLB-FM	St. Lawrence Bg. Corp.	106.1	291
Oneonta	WDOS	Oneonta Star	99.1	256
Oswego	WOPT	Palladium-Times	104.7	284
Poughkeepsie	WHVA	Poughkeepsie Newspr.	104.7	284
Rochester	WHEF	WHEC Inc.	96.5	243
"	WHFM	Stromberg-Carlson Co.	98.9	255
"	WRNY-FM	Monroe Bg. Co.	97.9	250
Rome	WKAL-FM	Copper City Bg. Corp.	99.3	257
Schenectady	WBCA	Capitol Bg. Co.	101.1	266
"	WGFM	General Electric Co.	99.5	258
Syracuse	WAGE-FM	WAGE Inc.	98.5	253
"	WFBL-FM	Onondago Radio Bg. Corp.	93.1	226
"	WNDR-FM	Syracuse Bg. Corp.	102.5	273
"	WOLF-FM	Civic Bg. Corp.	104.1	281
"	WRPA	Radio Projects	107.3	297
"	WSYR-FM	Central N. Y. Bg. Corp.	94.5	233
Troy	WTNY	Troy Record Co.	92.3	222
"	WTRI	Troy Bg. Co.	102.7	274
Utica	WIBX-FM	WIBX Inc.	96.9	245
"	WRUN	Rome Sentinel Co.	105.7	289
Watertown	WWNY-FM	Brockway Co.	100.5	263
White Plains	WFAS-FM	Westchester Bg. Corp.	103.9	280
NORTH CAROLINA				
Ahoskie	WPBN	Parker Bros. Inc.	101.9	270
Asheville	WISE-FM	WISE Inc.	102.5	273
"	WLOS-FM	Skyway Bg. Corp.	104.3	282
"	WSKY-FM	Radio Asheville	106.1	291
Burlington	WBBB-FM	Alamance Bg. Co.	101.1	266
"	WFNS-FM	Burlington Graham Bg. Co.	93.5	228
Charlotte	WAYS-FM	Inter-City Adv. Co.	107.7	299
"	WBT-FM	Southeastern Bg. Co.	99.9	260
"	WIST	Surety Bg. Co.	104.7	284
"	WSOC-FM	WSOC Inc.	103.5	278
Durham	WDNC-FM	Durham Radio Corp.	105.1	286
Fayettsville	WFNC-FM	Cape Fear Bg. Co.	98.1	251
Gastonia	WGNC-FM	F. C. Todd	101.9	270
Goldsboro	WGBR-FM	Eastern Carolina Bg. Co.	93.3	227
Greensboro	WBIG-FM	N. C. Bg. Co.	92.3	222
"	WGBG-FM	Greensboro Bg. Co.	100.3	262
"	WFMY	News Co.	97.3	247
"	WDPM	Capitol Bg. Co.	98.7	254
Hickory	WHKY-FM	Catawba Valley Bg. Co.	102.9	275
High Point	WHPE-FM	High Point Enterprise	95.5	238
"	WMFR-FM	Station WMFR	99.5	258
Raleigh	WRAL-FM	Capitol Bg. Co.	101.5	268
"	WNAO-FM	News-Observer Pub. Co.	*96.1	*241
Roanoke Rpds.	WCBT-FM	WCBT Inc.	98.5	253
Rocky Mount	WCEC-FM	Josh L. Horne	100.7	264
Salisbury	WSTP-FM	Piedmont Bg. Corp.	106.5	293
Statesville	WSIC-FM	Statesville Bg. Co.	105.7	289
Washington	WRRF-FM	Tar Heel Bg. System	102.9	275
Wilmington	WLDX	Star News Co.	93.9	230
"	WMFD-FM	Richard A. Dunlea	96.3	242
Wilson	WGTM-FM	Penn T. Watson	106.7	294
Winston-Salem	WAIR-FM	WAIR Bg. Co.	93.1	226
Hickory	WMIT	Gordon Gray	106.9	295
Winston-Salem	WSJS-FM	Piedmont Pub. Co.	104.1	281
NORTH DAKOTA				
Fargo	KVOX-FM	KVOX Bg. Co.	99.9	260
OHIO				
Alliance	WFAH	Review Pub. Co.	101.7	269
Ashland	WATG	Beer & Koehl	101.3	267
Athens	WAMS	Messenger Pub. Co.	107.3	297
Bellaire	WTRF	Tri-City Bg. Co.	100.5	263
Canton	WANN-FM	P. C. Wilson	92.5	223
"	WCMW-FM	Stark Bg. Corp.	94.9	235
"	WHBC-FM	Ohio Bg. Co.	94.1	231
Cincinnati	WCKY-FM	L. B. Wilson Inc.	105.9	290
"	WCTS	Times Star Co.	101.9	270
"	WLWA	Crosley Corp	101.1	266
"	WSAI-FM	Buckeye Bg. Co.	102.7	274
Cleveland Hts.	WSRS-FM	Samuel R. Sague	95.3	237
Columbus	WCOL-FM	The Pixleys	92.3	222
"	WELD	RadiOHio Inc.	97.1	246
"	WHKB	United Bg. Co.	98.7	254
Dover	WTUS	Tuscora Bg. Co.	107.1	296
Findlay	WFIN-FM	Findlay Radio Co.	100.5	263
Fostoria	WFOB	Lawrence W. Harry	100.9	265
Fremont	WFRO	Robert F. Wolfe Co.	99.3	257
Hamilton	WMOH-FM	Ft. Hamilton Bg. Co.	107.5	298
Lakewood	WLAL	United Garage & Service Corp.	100.1	261
Lima	WNXC	Northwestern Ohio Bg. Corp.	102.1	271
Marion	WMRN-FM	Marion Bg. Co.	106.9	295
Newark	WCLT	Advocate Ptg. Co.	100.3	262
Portsmouth	WPAY-FM	Scioto Bg. Co.	104.1	281
Steubenville	WSTV-FM	Valley Bg. Co.	103.5	278
Tiffin	WTFM	Jay R. David	98.3	252
Toledo	WSPD-FM	Ft. Industry Co.	101.5	268
"	WTRT	Unity Corp.	99.9	260
"	WTOL-FM	Community Bg. Co.	104.7	284
Warren	WRRN-FM	Nied & Stevens	107.9	300
Wooster	WWST	Republican Print	104.5	283
Youngstown	WFMJ-FM	WFMJ Bg. Co.	105.1	286
"	WKBN-FM	WKBN Bg. Corp.	98.9	255
OKLAHOMA				
Ardmore	KVSO-FM	John F. Easley	93.7	229
Durant	KSEO-FM	Democrat Ptg. Co.	107.3	297
Muskogee	KMUS	Muskogee Bg. Co.	101.5	268
"	KBIX-FM	Okla. Press Pub. Co.	98.5	253
Oklahoma City	KOCY-FM	Plaza Court Bg. Co.	94.7	234
"	KOMA-FM	KOMA Inc.	105.9	290
"	KSUW	Sooner Bg. Co.	101.9	270
"	KTOK-FM	KTOK Inc.	100.5	263
"	WKY-FM	WKY Radiophone Co.	98.9	255
Shawnee	KGFF-FM	KGFF Bg. Co.	97.5	248
Tulsa	KAKC-FM	Public Radio Corp.	95.5	238
"	KFMJ-FM	Fred Jones Bg. Co.	98.1	251
"	KTUL-FM	Tulsa Bg. Co.	97.1	246
OREGON				
Albany	KWIL-FM	Central Willamette Bg. Co.	101.7	269
Ashland	KSBO	Siskiyou Bg. Co.	103.1	276
"	KWIN-FM	Rogue Valley Bg. Co.	103.9	280
Eugene	KUGN-FM	Valley Bg. Co.	99.1	256
Grants Pass	KGPO	Southern Ore. Bg. Co.	96.9	245
Medford	KMED-FM	Mrs. W. J. Virgin	105.1	286
"	KYJC-FM	Medford Ptg. Co.	93.7	229
Portland	KALE-FM	KALE Inc.	98.7	254
"	KGW-FM	Oregonian Pub. Co.	100.3	262
"	KOIN-FM	KOIN Inc.	93.1	226
"	KPFM	Bestrs. Oregon Ltd.	97.1	246
"	KPRA	Pacific Radio Adv. Service	95.5	238
"	KXL-FM	KXL Bestrs.	103.5	278
PENNSYLVANIA				
Allentown	WFMZ	Penn-Allen Bg. Co.	95.9	240
"	WKAP-FM	Allentown Bg. Co.	100.7	264
"	WSAN-FM	Lehigh Valley Bg. Co.	99.9	260
Altoona	WFBG-FM	Gable Bg. Co.	103.7	279
Bethlehem	WGPA-FM	Globe Pub. Co.	95.1	236
Bradford	WESB-FM	Bradford Pub.	97.5	248
Clearfield	WCLR	Airplane & Marine Instruments Inc.	99.1	256
DuBois	WCED-FM	Tri-County Bg. Co.	102.1	271
Erie	WERC-FM	Presque Isle Bg. Co.	99.9	260
Forks Twp. nr. Easton	WEEX	Easton Pub. Co.	98.3	252
Harrisburg	WABX	Harold O. Bishop	107.1	296
"	WCOY	Patriot Co.	94.9	235
"	WHP-FM	WHP Inc	97.3	247
Johnstown	WJKT	WJAC Inc.	95.5	238
Lancaster	WLAN-FM	Peoples Bg. Co.	96.9	245
"	WGAL-FM	WGAL Inc.	101.3	267
Lewistown	WMRF-FM	Lewistown Bg. Co.	97.9	250
McKeesport	WMCK-FM	Mon-Yough Bg. Co.	104.9	285
Meadville	WNJD	H. C. Winslow	100.3	262
New Castle	WKST-FM	WKST Inc.	101.1	266
Philadelphia	KYW-FM	Westinghouse Radio Stations	92.5	223
"	WCAU-FM	WCAU Bg. Co.	102.9	275
"	WFIL-FM	Triangle Pub.	102.1	271
"	WIBG-FM	Seaboard Radio Bg. Corp.	94.1	231
"	WIP-FM	Penna. Bg. Co.	93.3	227
"	WPEN-FM	Wm. Penn Bg. Co.	98.1	251
Pittsburgh	KDKA-FM	Westinghouse Radio Stations	92.9	225
"	KQV-FM	Allegheny Bg. Corp.	98.1	251
"	WCAE-FM	WCAE Inc.	*96.1	*241
"	WJAS-FM	Pitts. Radio Supply House	99.7	259
"	WPIT-FM	Liberty Bg. Co.	101.5	268
"	WMOT	WWSW Inc.	94.5	233
"	WKJF	W. Va. Radio Corp.	93.7	229
Pottsville	WPAM-FM	Miners Bg. Service	95.5	238
Reading	WEEU-FM	Hawley Bg. Co.	92.9	225
Scranton	WARM-FM	Union Bg. Co.	105.7	289
"	WGBI-FM	Scranton Bestrs.	101.3	267
Sharon	WPIC-FM	Herald Bg. Co.	102.9	275
Sunbury	WKOK-FM	Sunbury Bg. Corp.	94.1	231
Uniontown	WMBS-FM	Fayette Bg. Corp.	105.7	289
"	WNIQ	Uniontown Newsprs.	106.5	293
Wilkes Barre	WBRE-FM	Louis G. Baltimore	98.5	253
"	WIZZ	Scranton-Wilkes-Barre-Pittston Bg. Co.	103.3	277
Williamsport	WRAK-FM	WRAK Inc.	100.3	262
York	WRZE	White Rose Bg. Co.	98.5	253
"	WSBA-FM	Susquehanna Bg. Co.	103.3	277
PUERTO RICO				
San Juan	WSJN	Radio Americas Corp.	97.7	249
SOUTH CAROLINA				
Anderson	WCAC	Wilton E. Hall	101.1	266
Charleston	WTMA-FM	Atlantic Coast Bg. Co.	95.1	236
Columbia	WISP	Surety Life Ins. Co.	94.5	233
Greenville	WFBC-FM	Greenville News Piedmont Co.	93.7	229
"	WMRC-FM	Textile Bg. Co.	95.1	236
Greenwood	WCRS-FM	Greneo Inc.	95.7	239
Lancaster	WLSC	Lancaster Bg. Co.	107.3	297
Spartanburg	WORD-FM	Spartanburg Bg. Co.	100.5	263
"	WSPA-FM	Spartanburg Adv. Co.	98.9	255
TENNESSEE				
Bristol	WOPI-FM	WOPI Inc.	96.9	245
Chattanooga	WAPO-FM	WAPO Bg. Service	94.7	234
"	WDOD-FM	WDOD Bg. Corp.	96.5	243
"	WVUN	Unity Bg. Corp. of Tenn.	98.1	251
Clarksville	WCLC	Leaf Chronicle Co.	106.7	294
"	WJZM-FM	William Kleeman	101.9	270
Jackson	WTJS-FM	Sun Pub. Co.	100.7	264
Johnson City	WJHL-FM	WJHL Inc.	100.7	264
Kingsport	WKPT-FM	Kingsport Bg. Co.	98.5	253
Knoxville	WKPB	Knoxville Pub. Co.	93.3	227
"	WROL-FM	S. E. Adcock	97.3	247
Memphis	WHHM-FM	Herbert Herff	106.9	295
"	WPLO	WMPS Inc.	97.9	250
"	WMC-FM	Memphis Pub. Co.	99.7	259
Nashville	WSM-FM	National Life & Accident Co.	103.3	277
"	WSIX-FM	WSIX Bg. Station	97.5	248
TEXAS				
Abilene	KRBC-FM	Reporter Bg. Co.	96.9	245
Amarillo	KFDA-FM	Amarillo Bg. Corp.	100.3	262
"	KGNC-FM	Plains Radio Bg. Co.	104.3	282
Beaumont	KRIC-FM	KRIC Inc.	99.5	258
Belton	KMHB	Mary Hardin-Baylor College	97.1	246
College Station	KAMT	A & M College	94.1	231
Dallas	KERA	A. H. Belo Corp.	97.9	250
"	KIXL-FM	Variety Bg. Co.	104.5	283
"	KRLD-FM	KRLD Radio Corp.	92.5	223
"	WRR-FM	City of Dallas	101.1	266
Denton	KDNT-FM	Harwell V. Shepard	106.1	291
Fort Worth	KFTG	Lone Star Bldg. Co.	105.3	287
"	WBAP-FM	Carter Publications	100.5	263
Galveston	KLUF-FM	KLUF Bg. Co.	98.7	254
Harlingen	KGBS-FM	Harbenito Bg. Co.	94.7	234

State & City	Call Letters	Licensee or Permittee	Freq. MC.	Channel No.
TEXAS (Continued)				
Houston	KPRC-FM	Houston Ptg. Corp.	102.9	275
"		Lee Segall Bg. Co.	105.1	286
"	KTRH-FM	KTRH Bg. Co.	101.1	266
"	KOPY	Texas Star Bg. Co.	97.9	250
"	KXYZ-FM	Harris County Bg. Co.	96.5	243
Longview	KLTI	R. G. LeTourneau	105.9	290
Lufkin	KRBA-FM	Darrell E. Yates	95.5	238
San Angelo	KGKL-FM	KGKL Inc.	94.5	233
San Antonio	KISS	Walmac Co.	99.5	258
"	KSBL	Southern Bg. Corp.	98.1	251
"	KTSA-FM	Sunshine Bg. Co.	100.5	263
"	KYFM	Express Pub. Co.	104.1	281
"	WOAI-FM	Southland Industries	102.5	273
Temple	KTEM-FM	Bell Bg. Co.	103.9	280
Texarkana	KCMC-FM	KCMC Inc.	98.1	251
Tyler	KGKB-FM	E. Tex. Bg. Co.	101.5	268
Vernon	KVWC-FM	Northwestern Bg. Co.	98.7	254
Wichita Falls	KTRN	Times Pub. Co.	97.3	247
"	KWFT-FM	Wichita Bcstrs.	99.9	260
UTAH				
Salt Lake City	KDYL-FM	Intermtn. Bg. Corp.	98.7	254
"	KSL-FM	Radio Service Corp.	100.3	262
VERMONT				
Rutland	WSYB-FM	P. Weiss Music Co.	107.1	296
VIRGINIA				
Alexandria	WPIK-FM	Potomac Bg. Corp.	98.3	252
Danville	WBTM-FM	Piedmont Bg. Corp.	97.9	250
Harrisonburg	WSVA-FM	Shenandoah Valley Bg. Corp.	100.7	264
Lynchburg	WLVA-FM	Lynchburg Bg. Corp.	97.5	248
"	WWOD-FM	Old Dominion Bg. Corp.	107.9	300
Newport News	WGH-FM	Hampton Roads Bg. Corp.	96.5	243
Norfolk	WTAR-FM	WTAR Radio Corp.	97.3	247
Portsmouth	WSAP-FM	Portsmouth Radio Corp.	99.7	259
"	WPOV	Portsmouth Star Pub. Corp.	98.9	255
Richmond	WCOD	Havens & Martin	98.1	251
"	WLEE-FM	T. G. Tinsley Jr.	102.9	275
"	WRNL-FM	Richmond Radio Corp.	102.1	271
"	WRVA-FM	Larus & Bros. Co.	94.5	233
Roanoke	WDBJ-FM	Times-World Corp.	94.9	235
"	WROV-FM	Radio Roanoke	103.7	279
"	WSLS-FM	Roanoke Bg. Corp.	99.1	256
Suffolk	WLPM-FM	Suffolk Bg. Corp.	107.7	299
Winchester	WINC-FM	Richard F. Lewis Jr.	92.5	223
WASHINGTON				
Longview	KWLK-FM	Twin City Bg. Corp.	103.9	280
Seattle	KING	Western Waves	94.9	235
"	KIRO-FM	Queen City Bg. Co.	100.7	264
"	KOMO-FM	Fisher's Blend Sta.	98.9	255
"	KRSC-FM	Radio Sales Corp.	98.1	251
WEST VIRGINIA				
Beckley	WCFC	Beckley Newspapers	101.3	267
"	WJLS-FM	Joe L. Smith Jr.	99.5	258
Bluefield	WHIS-FM	Daily Tel. Ptg. Co.	104.5	283
Huntington	WHTN-FM	Greater Huntington Radio Corp.	100.5	263
"	WPLH-FM	Huntington Bg. Corp.	102.5	273
"	WKYO	Mayflower Bg. Co.	101.7	269
Logan	WLOG-FM	Clarence E. Frey & Robt. O. Greever	103.3	277
Morgantown	WAJR-FM	W. Va. Radio Corp.	99.3	257
Wheeling	WKWK-FM	Community Bg.	97.3	247
"	WWVA-FM	W. Va. Bg. Corp.	98.7	254
WISCONSIN				
Beloit	WBNB	Daily News Pub. Co.	107.3	297
Green Bay	WJPG-FM	Green Bay Newspaper Co.	101.1	266
"	WTAQ-FM	WHBY Inc.	102.5	273
Greenfield	WWCF	Wm. C. Forrest	94.9	235
Janesville	WCLO-FM	Gazette Ptg. Co.	99.9	260
LaCrosse	WKBH-FM	WKBH Inc.	93.1	226
Madison	WIBA-FM	Badger Bg. Co.	101.5	268
Milwaukee	WEMP-FM	Milwaukee Bg. Co.	94.1	231
"	WPAW	Midwest Bg. Co.	102.1	271
"	WTMJ-FM	Journal Co.	93.3	227
Oshkosh	WOSH-FM	Oshkosh Bg. Co.	92.9	225
Racine	WRJN-FM	Racine Bg. Corp.	100.7	264
Rice Lake	WJMC-FM	WJMC Inc.	96.3	242
Sheboygan	WHBL-FM	Press Pub. Co.	100.3	262
Wausau	WRAI	Record-Herald Co.	97.9	250
"	WSAU-FM	Northern Bg. Co.	95.5	238
"	WMJT	Journal Co.	100.7	264
Wis. Rapids	WFHR-FM	Wm. E. Huffman	103.3	277
WYOMING				
Cheyenne	KFBA	Frontier Bg. Co.	101.1	266

NON-COMMERCIAL EDUCATIONAL

State & City	Call Letters	Licensee or Permittee	Freq. MC.	Channel No.
ALABAMA				
Tuscaloosa	WUOA	Trustees, U. of Ala.	91.7	219
CALIFORNIA				
Los Angeles	KUSC	U. of S. Calif.	91.5	218
Sacramento	KSCU	City Unified School Dist.	90.9	215
San Francisco	KALW	Board of Ed., City Unified School Dist.	91.7	219
Santa Monica	KCRW	City School Board	89.9	210
Stockton	KCVN	College of Pacific	91.3	217
FLORIDA				
Miami	WTHS	Tech. High School, Dade County Board of Pub. Instruction	91.7	219
ILLINOIS				
Chicago	WBEZ	City Board of Ed.	91.5	218
Urbana	WIUC	U. of Ill.	91.7	219
INDIANA				
Bloomington	WFIU	Trustees, Ind. U.	90.9	215
IOWA				
Iowa City	KSUI	State U. of Iowa	91.7	219
KENTUCKY				
Lexington	WBKY	U. of Ky.	91.3	217
LOUISIANA				
Baton Rouge	WLSU	Board of Supervisors, La. State U. & A. & M. College	91.7	219
MICHIGAN				
Ann Arbor	WUOM	Regents, U. of Mich.	91.7	219
Detroit	WDTR	Board of Ed., City School Dist.	90.9	215
E. Lansing	....	Mich. State College	90.5	213
NEW JERSEY				
Newark	WBGO	Board of Ed.	91.1	216
South Orange	WSOU	Seton Hall College	89.5	208
NEW YORK				
Floral Park	WSHS	Board of Ed., Sewanhaka High School	90.3	212
Bronx	WFUV	Fordham U.	90.7	214
Brooklyn	WNYE	City Board of Ed.	91.5	218
New York	WCUV	Columbia U.	89.9	210
OHIO				
Cleveland	WBOE	City Board of Ed.	90.3	212
Toledo	WTDS	Board of Ed., City School Dist.	91.3	217
OKLAHOMA				
Norman	KOKU	State U. of Okla.	90.9	215
Oklahoma City	KOKH	Board of Ed., Okla. City	90.1	211
Stillwater	KOAG	Okla. A. & M. Col.	91.7	219
Tulsa	KWGS	U. of Tulsa	90.5	213
OREGON				
Eugene	KRVM	School Dist. 4, Lane County	90.1	211
PENNSYLVANIA				
Philadelphia	WJUN	Junto Inc.	91.7	219
State College	WEHR	Pa. State College	90.9	215
RHODE ISLAND				
Providence	WPTL	Providence Bible Institute	91.5	218
TEXAS				
El Paso	KIDE	Independent School Dist. of El Paso	91.7	219
WISCONSIN				
Delafield	WHAD	State Radio Council	90.7	214
Madison	WHA-FM	State Radio Council	91.7	219

Set Output for May Drops from April; Statistical Survey Planned by RMA

PRODUCTION of radio sets in May (four weeks) dropped off from the five-week April figure, totaling 1,316,373 units as against the previous 1,759,723, according to Radio Manufacturers Assn., accounting for over 90% of industry production.

This trend reflects a settling down based on the fact that public demand is catching up with production. Output early in the year was at a rate of 18,000,000 sets for 1947, but manufacturers generally agree that an output of 15,000,000 units will satisfy the market.

Only increase in May was noted in the case of television receivers—8,690 units as against the five-week figure of 7,886 in April. Of these 5,646 were table models, 1,614 direct-viewing consoles, 92 projection consoles, 1,207 phono combination direct viewing and 131 combination projection sets.

May Productions

Production of FM sets in May totaled 84,507 compared to the five-week figure of 112,256 in April. The FM output consisted of 13,035 table models, 3,001 consoles, 68,471 combinations. This is slightly under the weekly rate of production in April.

Gradual increase in output of consoles continues, with a corresponding drop in table models. Heavy production of FM combination consoles is based on willingness of many FM buyers to pay for a quality product with all accessories.

Total set production for the first five months of 1947 was 7,397,502 units, of which 368,939 were FM-AM and 34,893 television receivers. Average monthly output is 1,497,000 units, or a rate of 18,000,000 annually. Continued falling off in production is expected during the summer, with many plants planning vacation shutdowns.

New statistical services were ordered by the board in final hours of the RMA convention [BROADCASTING, June 16], including new reports on movement of radio and television receivers through distribution channels and their retail sales. A committee was named by the new RMA President Max F. Balcolm, Sylvania Electric Products, to make monthly surveys on movement and sale of sets.

Committee chairman is Paul V. Galvin, Galvin Mfg. Corp., chairman of the RMA Set Division. Other members are Directors H. C. Bonfig, Zenith Radio Corp.; Larry F. Hardy, Philco Corp., and R. C. Sprague, Sprague Electric Co.; and Frank W. Mansfield, chairman of the Industry Statistics Committee. The board appropriated $10,000 to finance the service. The committee also will expand RMA radio set production reports and administrative services for transmitter and parts manufacturers.

The RMA Set Division, of which Mr. Galvin is chairman, recommended uniform FM dial markings on receivers, using megacycle instead of FCC channel numbers. Its adoption by set makers is optional.

The Legislative Advisory Committee recommended that RMA take no action on the White radio bill but that RMA officers be authorized to take part in hearings if requested by NAB.

Besides those previously announced, the following RMA directors were reelected for three-year terms:

Set Division—E. Alschuler, Sentinel Radio Corp.; G. M. Gardner, Wells-Gardner & Co.; Joseph Gerl, Sonora Radio & Television Corp.; Ray H. Manson, Stromberg-Carlson Co.; Harold C. Mattes, Belmont Radio Corp., Chicago.

Tube Division—R. E. Carlson, Tung-Sol Lamp Works, Newark.

Transmitter Division—H. J. Hoffman, Machlett Labs.

Parts Division—Earnest Searing, International Resistance Co.; Ray F. Sparrow, P. R. Mallory & Co.; Mr. Sprague.

Amplifier and Sound Equipment Division—Allen Shoup, Sound Inc.

PHOTOGRAPHER caught this group as it was leaving Stamford, Conn., for ABC's early June picnic on Long Island. Clockwise: Kingsley Gillespie, vice president and treasurer, WSTC Stamford; Humboldt Greig, ABC sales; Adrian Samish, ABC programs vice president; Slocum Chapin, ABC sales; John Norton, ABC vice president; Tom Robinson, ABC sales; Ivor Kenway, ABC director of advertising and promotion; Harold H. Meyer, general manager, WSTC.

Radio Luxembourg Vets Reunited

Metty Felten Honored For Saving Station By Fast Talking

AMERICAN FORCES smashed their way into the Grand Duchy of Luxembourg September 10, 1944 and took over one of the most potent radio forces in the whole war —Radio Luxembourg.

The whole heroic chapter of that part of the war was recalled last week when 50 of the officers and enlisted men of the Army and OSS and civilians of the OWI and their wives had a reunion Sunday, June 8 at the home in Delanco, N. J., of Maj. Gen. Clifford R. Powell, former Psychological Warfare Officer of the 12th Army Group.

At the reunion was the man who, by fast talking and quick thinking, saved the station for the use of United Nations forces. He is Metty Felten, a stocky, dark-haired citizen of Luxembourg, now in this country as a delegate of the Grand Duchy at the International Telecommunications Conference in Atlantic City.

When the Nazis blitzed into the Grand Duchy on May 10, 1940, Metty Felten was chief engineer of Radio Luxembourg, a privately-owned station second only to Radio Moscow in power. After the Wehrmacht, came a German engineer with instructions to blow up the transmitter.

Mr. Felten talked the engineer out of it. He pointed out that the transmitter was a beautiful piece of engineering, and that it would be a crime to destroy it. He satisfied the German engineer that if the tubes alone were destroyed, it would accomplish all that was necessary as the war would probably be over before they could be replaced.

As the German turned these arguments over in his mind, Mr. Felten tried still another tack. He knew that the German was indignant with Nazi troops for hauling away liquor and other loot in military transports while leaving him to shift for himself. Mr. Felten played on the man's indignation, too, with the result that only the tubes were destroyed.

Hid in Country

The patriot then went into the country to hide, doing farm work to keep alive but never forgetting the cause of freedom. He did radio repair work for the underground. He also kept in contact with former employes of the station. They told him the location of all dynamite charges which the Germans placed in the studio against an allied return.

When the Americans finally did come, Mr. Felten was ready. He accompanied a platoon of tanks from the 5th Armored Division to lead them to the station. On the way, the tank ahead of his blew up on a mine, with loss of life. He was unharmed. At the station, he helped remove the dynamite charges. Then he led Americans to stock of German tubes which would fit.

In 14 days the station was back on the air, the only one powerful enough to be heard by all forces on the Western Front and by the Germans. Later, the war over, it was to play an important part in aiding displaced persons, to whom it broadcast in French, Flemish, Czechoslovakian, Russian and Italian.

The station itself was under command of Col. Samuel R. Rosenbaum, former WFIL Philadelphia president, now a Philadelphia lawyer. Mr. Rosenbaum, in charge of the 175 officers and enlisted men of all the United Nations who made up his complement, and, in addition, of 150 local civilian workers, had nothing but praise for the courage of Mr. Felten, who not only endangered his own life by his actions but also those of his wife and two children. Mr. Rosenbaum, who was among those at the reunion, praised also the professional competency of Mr. Felten as an engineer.

Among others at the reunion were: Gerald Maulsby, chief of current events, Columbia Broadcasting System; Guy Della Cioppa, assistant to the president, Columbia Broadcasting System; Stefan, Heim, novelist; Robert Colwell, advertising executive; Hans Berger, producer of films for United Nations; Alexander Frank, of National Broadcasting Co. foreign language staff, and Al Hollander, partner of the Cowan agency.

WCLO MUSIC CONTEST

Station Gets Plaque for Aiding Young Wisconsin Talent

EIGHTY young southern Wisconsin musicians, competing for ten musical scholarships, were auditioned in connection with *Career for Youth*, a series of 21 programs now completed on WCLO, 250-w Janesville, Wis., station. Series, sponsored by J. J. Smith Jewelry Stores, was presented in cooperation with the Wisconsin Federation of Music Clubs.

On each program two contestants were heard in half-hour concerts, which also featured recordings of symphonic music. Each contestant's musical presentation was recorded and at the conclusion of the competition the recordings were judged by the heads of three of Wisconsin's outstanding music schools.

The ten winners were presented in an hour-long broadcast at Janesville High School as part of the 31st annual convention of the Wisconsin Federation of Music Clubs. The Federation gave to WCLO a gold plaque for its efforts in promoting young musical talent in Wisconsin.

WBKB PLANS TELECAST FROM CHICAGO TRACKS

ANOTHER addition to Chicago television schedule began June 21 when WBKB, Balaban & Katz video station, commenced coverage of horse races from Arlington and Washington race tracks. Station has contracted with Benjamin F. Lindheimer, executive director of the two clubs, to bring the Saturday feature races to Chicago television screens.

Arlington video coverage calls for $80,000 Futurity on July 12, the $50,000 Handicap on July 19, and the $100,000 Classic July 26. Programs will begin at 4:30 p. m. CDST, with station's Image Orthicon cameras following paddock preparations until 5 p. m. when they will switch to the track itself.

Pre-race background commentary, featuring Jack Drees, radio director of two clubs, will be sponsored by Canadian Ace Brewing Co., Chicago, through its agency, Critchfield & Co., Chicago.

WBBM Staffers Honored For Chicago Radio Work

TWO staff members of WBBM Chicago have been cited by the Chicago Social Work Publicity Council, in its annual report, for their contributions to the success of the council's ten radio programs. They are Elizabeth Wolcott, of the station's Department of Education, and Ben Park, producer of the council's radio series, "*That Men May Live.*"

Program, which is heard every Saturday on WBBM from 3-3:15 p. m. CDST, presents dramatized episodes from history of Chicago Council of Social agencies, with emphasis on accomplishments of each organization.

CAB Finance Status

ANNUAL FINANCIAL statement of Canadian Assn. of Broadcasters and the Radio Bureau operated by CAB at Ottawa shows total revenue for calendar year 1946 of $86,430 and expenditures of $78,392. The Radio Bureau, started as a co-operative feature service by a number of broadcasting stations, has been operated by CAB since November 1945, but its operations were not officially taken over till November 1946. It had operated at a loss since its inception in 1944, till 1946 when its revenue was slightly greater than expenses.

MAURICE C. DREICER, conductor of New York Panorama and Cigar Forum on WWRL New York, has been appointed director of radio television of the Henry L. Jackson Organization, New York, fashion consultants to department stores.

HIGH-FIDELITY CANARY was presented to Bill Bailey, FM Assn. executive director, at surprise birthday party given by FMA staff on Friday, the 13th. With him is his daughter, Katherine. Washington broadcast fraternity participated in party.

NATIONAL VIDEO GUILD LOOKING FOR SCRIPTS

NATIONAL VIDEO GUILD INC., television production association formed by a group of people from advertising agencies, stations and others of allied interests, has completed its organizational plans and is looking for scripts "taking a fresh approach to the medium," according to William Kennedy of Donohue & Coe, executive director of the Guild.

Scripts should be sent to the Guild at Box 369, Grand Central Station, New York. Three programs have already been selected for production by the Guild, Mr. Kennedy reported, and are being prepared for presentation to television stations, agencies and prospective sponsors. NBC, which provides a weekly meeting place for the group, has asked to see any programs the guild has ready at any time, he said. In addition to writers, the Guild invites membership from those interested in other video operations who wish to gain experience in this new medium.

Officers of the Guild include—Murray Harris, WNBC New York, president; Sewell Booth, Pedlar & Ryan, vice president; Shirley Kriegel, Sherman & Marquette, secretary; Doreen Christopher, Asiatic Petroleum Corp., treasurer.

Facsimile Discussion

FACSIMILE BROADCASTING and newspaper ownership were discussed in detail at June 12 sitting of Parliamentary Radio Committee at Ottawa. Harry Sedgwick, CFRB Toronto, and chairman of Canadian Association of Broadcasters, was questioned by members of committee as to effect of facsimile transmission on newspapers and whether this would give a greater monopoly to newspapers owning broadcasting stations. Committee members were informed that newspapers owning broadcasting stations were mostly individual papers, with only two small newspaper chains having stations.

"Shopping by Radio"*

sells your product in the Hartford Market!

Among other things, "Shopping by Radio" encourages Hartford women to shop early. WDRC's Mobile Unit cruises 'round the downtown area each morning to pick up an early riser and take her to the studio, where she is rewarded with an armful of prizes, all purchased by the station.

A NEW IDEA CREATES A NEW AUDIENCE . . .

LAST YEAR, WDRC originated the "Market Basket" program (now sold out and doing a big selling job for early morning advertisers). Now WDRC presents "Shopping by Radio", another successful morning show 9:15 to 9:45 a.m. Monday through Friday. "Shopping by Radio" is already one of the most widely-heard morning programs in Hartford, built on the sure-fire formula of live local color. It is available for 1-minute participations or blocs of time. Write William F. Malo, Commercial Manager, WDRC, Hartford 4 Connecticut, for details.

WDRC

HARTFORD 4 CONNECTICUT

BASIC CBS • 5000 WATTS • Represented by Raymer * Copyright 1947 WDRC Inc.

CONNECTICUT'S PIONEER BROADCASTER SINCE 1922 • WDRC - FM SINCE 1939

RECIPE
FOR RESULTS

One part Super-Hooperated NBC shows, one part Personalized Programming, and one part leading coverage of Memphis and the Billion Dollar Mid-South market.

Mix judiciously, and you have WMC, Memphis' leading station. It's tops on the menus of 684,460 Mid-South families!

WMC "the station *most* people listen to *most*"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

AFFILIATE

When it's Memphis you **want** . . . . . .
It's WMC you **need.**

WMC-FM, *the only FM station in Memphis*

AAAA Expects 50-kw Outlet To Adopt Cash Discount Plan

ANNOUNCEMENT of adoption of the 2% cash discount by an as yet unidentified 50-kw station is expected within a few weeks, spokesman for the American Assn. of Advertising Agencies, which has been campaigning for the discount, said last week.

The major station was said to be one of 39 which have adopted or intend to adopt the 2% discount in response to a letter sent to U. S. stations two months ago by the AAAA.

The letter, urging stations to adopt the discount plan with their next rate cards, elicited 200 responses, the AAAA spokesman said. Of these, only "a small percentage" indicated they were "vigorously opposed," he said.

"Most of them have a 'wait and see' attitude," he reported. "They are waiting to see what the industry will do."

AAAA officials, appearing at a New York press conference, took no pains to conceal their concern over the fact that the National Assn. of Broadcasters has refused to endorse the 2% cash discount. The NAB's position, they said, was a serious deterrent to the AAAA campaign for general adoption of the policy.

Cites Response

The AAAA spokesman said that only 10% of the nation's radio stations now allowed the discount, which is permitted by the four national networks in connection with national accounts.

At the same press conference, Frederic R. Gamble, AAAA president, announced that the 1948 AAAA national annual meeting would be held at Greenbriar, White Sulphur Springs, W. Va., April 7-9.

The AAAA Pacific Council, composed of members located west of the Continental Divide, will meet next Oct. 12-15 at the Awanhee Hotel, Yosemite National Park, California. The AAAA board will also meet there at that time.

Mr. Gamble also reported that AAAA membership has reached 198, highest in its history.

WCHA GOES ABROAD
BBC, India Station Carry Special Programs

THOUGH it's only a 1-kw station in South Central Pennsylvania, WCHA Chambersburg will soon be heard in such distant places as Great Britain and India.

On Memorial Day, the station put its new magnetic tape recorder to good use and transcribed the holiday program from Memorial Square in Chambersburg. The program, honoring the wartime mayor of Southampton, England and the widow of the millionth American soldier to pass through the port, has been presented to BBC for rebroadcast.

Later, when P. G. Grishnayya of India spoke to the city's Rotary Club, WCHA recorded the talk and presented it to Mr. Grishnayya, who plans to rebroadcast it in his home town of Madras, India.

RICHARDS TURNS DOWN NBC OFFER FOR KMPC

REITERATING previous denials of possible sale of KMPC Hollywood to NBC, G. A. Richards, president of Station of the Stars Inc., operators of that station, admitted that following talks with network executives in New York he had decided to reject all offers. As result KFI will continue as NBC outlet, for present, it is felt.

Favoring course of operations as an independent, Mr. Richards explained that a definite trend in programming becoming more favorable to independent operation and the rapidly growing importance of the Southern California market had influenced his decision.

He cited particular attention which will be given to syndicated program material (as result of KMPC affiliation with Broadcasters Guild Inc.). In addition he said station would continue to expand news coverage as well as civic, religious and educational programming.

FTC-Brown & Williamson Raleigh Case Is Settled

A STIPULATION to cease and desist claim that "Raleigh" cigarettes are "right for the throat" was accepted last week by the Federal Trade Commission from Brown & Williamson Tobacco Corp., Louisville, Ky.

Under the terms of the stipulation, the company also agrees to discontinue any other representation to the effect that "Raleighs" have been adapted to or made suitable for the throat so that the smoke from such cigarettes is beneficial to the throat or less harmful to the throat than smoke from other cigarettes.

Wenzel Campaign

H. WENZEL Tent & Duck Co., St. Louis, Mo., has begun its annual national spot announcement campaign on behalf of its product, Eagle Brand Water Bags. Campaign will include live one-minute spots over approximately 170 stations (including 70 Keystone stations) covering approximately 40 states. Spots will vary from three-to-five per week depending on areas. Campaign will run from mid-June through August. Simmonds & Simmonds, Inc., Chicago is agency.

TAYLOR • HOWE • SNOWDEN *Radio Sales*

805 TOWER PETROLEUM BUILDING, DALLAS 1, TEXAS

June 9, 1947

Mr. Maury Long
BROADCASTING
870 National Press Bldg.
Washington 4, D. C.

Dear Maury:

Early in April I promised you additional news about the progress and development of Taylor-Howe-Snowden Radio Sales. Here is more information I would like for you to pass on to your customers.

1. On June 1, THS Radio Sales took over the representation of Station WTNT "Dynamite in Dixie", the new NBC outlet in Augusta, Georgia. Augusta is on the South Carolina-Georgia state line and the coverage of WTNT includes the thickly populated and highly industrialized area, known as the "Horse Creek Valley", across the river in South Carolina.

2. KGGM, Albuquerque, N. M., is now operating with 5,000 watts on 610 k.c., and KVSF, Santa Fe, N. M., with 1,000 watts on 1260 k.c.

3. WMPS, Memphis, is soon to go to 10,000 watts day, 5,000 night, on 680 k.c. Construction is almost complete.

4. KGNC, Amarillo, will soon go to 10,000 watts day and night on 710 k.c.

5. KTRI, Sioux City, Iowa, expect to be on their new power of 5,000 watts on or about September 1.

6. KTOK, Oklahoma City, and KOME, Tulsa, recently granted CP's for increase in power to 5,000 watts day and 1,000 night and a change to more advantageous frequencies. Construction on both of these stations will begin immediately.

Maury, there is really too much to tell in one letter so I guess I will have to buy another page in the near future and give you more interesting news about THS development, expansion and service to a growing list of important radio stations.

Warm regards,

Ted

O. L. "Ted" Taylor

OLTT:fm

SALES OFFICES: NEW YORK · CHICAGO · DALLAS · LOS ANGELES · SAN FRANCISCO

NAB Convention Gains New Features

Annual Banquet Planned For Opening Day Of Meetings

SEVERAL new features will mark the 25th NAB Convention at Convention Hall, Atlantic City, in mid-September, based on growth of the annual meeting into a project too large for any one hotel and on experienced learned at the 1946 convention.

Plans are under way for the series of special clinics to be held Monday, Sept. 15 [BROADCASTING, June 2]. The clinics will cover broadcast advertising, employe-employer relations, engineering, programming and will include luncheons. A special $5 registration fee will be charged.

The annual banquet will be held Tuesday [CLOSED CIRCUIT, June 9], opening day of general convention meetings. The banquet hall in the balcony of the hall seats 5,000. Plans for the dinner are under way. Attendance at the Chicago banquet in October was limited because it was held on the final night and delegates had started home.

Meeting of the retiring board will be held Sunday at 6 p. m. in the Ambassador Hotel, with the new board meeting the following Friday at 10 a. m.

Joint dinner of the NAB board with boards of American Assn. of Advertising Agencies and Assn. of National Advertisers has been tentatively planned, indicating more active participation in conventions by these two segments of the advertising industry.

Two-day convention will be held by NBC affiliates Friday and Saturday preceding NAB's meeting, the network planning to headquarter at the Claridge Hotel.

All networks are considering plans to have headquarter offices in Convention Hall for daytime operations, with station relations executives headquartering at the hotels during hours when the convention is not in session. ABC and NBC plan closed receptions and meetings for their affiliates at 5:30 p. m. Monday, with CBS tentatively planning a meeting of its Stations Advisory Committee at that hour.

NAB last week sent out pre-registration forms, providing a $2.50 allowance from the $30 fee to be charged after Aug. 15. The fee includes Tuesday, Wednesday and Thursday luncheons and the banquet. The Monday $5 fee is separate. NAB is granting hotel priority for pre-registration. Hotels at which NAB controls reservations are Ambassador, Brighton, Chalfonte, Claridge, Dennis, Haddon Hall, President, Ritz-Carlton and Shelburne. Delegates desiring to stay at other hotels must make their reservations direct rather than through NAB.

The Monday clinic on broadcast advertising includes talks and discussion on sales problems, how to increase national spot and retail revenue; problems of the new Standards of Practice; how to face competition from the growing number of stations as well as from other media. Retail advertising clinic will be held in the afternoon.

Program Clinic

Programming clinic will be held for the first time at an NAB convention. It is to be a practical, working session with talks by outstanding persons and shirt-sleeve discussion. Joint lunch will be held by the program and advertising clinics.

No speeches are on the program of the employe-employer relations clinic. Four radio executives will join a panel on labor problems. Questions are invited.

Speakers at the engineering clinic will include Dr. John A. Willoughby, FCC assistant chief engineer in charge of broadcast branch; George P. Adair, former FCC chief engineer and now a consultant; Dixie McKey, consultant, and others.

In a nutshell the convention procedure lines up like this:

Fri.-Sat. Sept. 12-13—NBC affiliates convention, Claridge Hotel.

Sun., Sept. 14 — Pre-registration: BROADCASTING Magazine golf tournament, Atlantic City Country Club, 9 a.m.; NAB board.

Mon., Sept. 15—Special clinics; standing committees; network meetings and receptions.

Tues., Sept. 16—Opening general session 10 a.m. with keynote address by President Justin Miller; general luncheon; afternoon general session; banquet in evening.

Wed., Sept. 17—General session 10 a.m.; general luncheon; afternoon general session and business meeting; evening, joint dinner of AAA, ANA and NAB boards.

Thurs., Sept. 18—10 a.m., general session; general luncheon; general afternoon session.

Fri., Sept. 19—New board to meet at 10 a.m.

Golf Tournament

ANNUAL BROADCASTING Magazine golf tournament will be held Sunday, Sept. 14, at the Atlantic City Country Club starting at 9 a. m. The BROADCASTING silver cup will be awarded to the player with low net score under a handicap system to be in charge of the club pro. Awards will be given for low gross scores. Registration fee will be $5. Some sets of clubs will be available for rental at nominal charge. Registration should be made as early as possible through Maury Long at BROADCASTING's headquarters, 870 National Press Bldg., Washington.

Jim Reid, WPTF
Sports Director

Ace Announcer For Baseball's Hotbed!

Jim Reid's listeners are the hottest baseball fans in America.

★ Of the 52 minor leagues in United States, six of them—or better than one out of every nine—are in WPTF's area. (Coastal Plain, Carolina, Tobacco State, Tri-State, Sally, and Piedmont.)

★ North Carolina has more native sons per capita playing in the Major Leagues than any other state.

★ Every town in WPTF's primary* has an American Legion Junior team and/or a community sandlot team.

To serve this sports-wild audience, WPTF dishes out latest diamond news and scores *Four Times Daily* and is on hand in person to broadcast many of the crucial games. All of which helps explain why WPTF is the Number One Salesman in North Carolina, the South's Number One State.

Flash!

Put a slugger in your sales line-up in the billion dollar WPTF retail market. Jim Reid Sportcast, 6:30-6:45 PM, and Sports Final, 11:05-11:15 presently available for sponsorship.

*78 counties with 50-100% BMB penetration

WPTF 680 KC **50,000** WATTS **NBC** AFFILIATE
Raleigh, North Carolina
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

NRI Facts

YOU... agencies and advertisers alike... should *know* what your particular time periods or programs are doing . . . and WGN, thru the Nielsen Radio Index, is able to obtain this information for you.

One sponsor, for example, recently learned that his two widely separated quarter-hour strips 6 days a week reach 57.2% of the total homes in the Chicago Nielsen area in four weeks... he *knows*, then, that he is actually reaching 2,395,000 *different* homes at least once (and most of them more often) each month.

WGN is the *only* Chicago station that can supply this information.

A Clear Channel Station...
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

IN THE MOUNTAIN EMPIRE

They Listen to WDBJ

BECAUSE . . .

Special program service is carefully designed to appeal directly to each segment of the population living in this diversified market area. This fact plus WDBJ's follow-up listener service through the years assures unmatched listener loyalty.

WDBJ is the *only* station that adequately covers Roanoke and most of the "Mountain Empire" of Southwest Virginia, where nearly 125,000 radio homes are situated in the station's primary and secondary coverage areas.

and . . .

Here is a diversified market that rings the bell when it comes to swinging a sales curve up. Rich in buying power (24.6 per cent of Virginia's total is concentrated in WDBJ's coverage area) this market of industry, orcharding, farming, mining and railroading—to name only a few—is dependent on no single factor for prosperity. Here is a market that stays steady the year round! Ask Free & Peters!

WDBJ

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

duPont Competition Deadline Is Dec. 31

Stations Are Advised to Start Preparing 1947 Entries

ALFRED I. duPONT Radio Awards Foundation has sent out letters to stations notifying them that entries in the 1947 competition must be submitted by Dec. 31, 1947.

The three annual awards of $1,000, one each to large and small power stations and one to a commentator, "are designed to awaken the realization of the vast influence of the medium of radio toward the promotion of the fundamental ideals of American freedom and the dissemination of accurate news and information with intelligent analysis thereof as a permanent and increasingly constructive service to our nation and to our respective communities."

Station awards are given "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to nation and community."

The winning commentator is selected "in recognition of distinguished performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, independence and public service through the medium of radio."

Last year's winners were WHO Des Moines, WKY Oklahoma City and Elmer Davis.

Dr. Christian Script Award Won By Newspaperman

FIRST PRIZE of $2,000 in the 1947 Dr. Christian Award script competition was presented to Sidney Gathrid, Philadelphia newspaperman and free lance radio writer, by Jean Hersholt, star of the program, during the June 18 broadcast of the CBS *Dr. Christian* show. Winning script, as yet untitled, will be heard on the June 25 *Dr. Christian* broadcast.

Eleven other prizes, five of $500 and six of $350, were awarded to the following: ($500 winners), Peggy Mann, Carl John Rausch, Earl Henner, Jr., Evelyn Sibley Lampman, Howard R. Buerman; ($350 winners) Albert Berman, Ruth Perlmutter, Nan Brown, Marjorie M. Barnebey, Jan Kenworthy, Maggy O'Flaherty.

Double Event

DOUBLE celebration will be in order for WHBC Canton, O. in September when it increases AM power to 5 kw and at about the same time completes installations for WHBC-FM. The station will have four towers, three of them 330 feet high and one, for FM transmission, 357 feet high.

PIONEERS participating in the first international shortwave broadcast of business and financial news over WRUL Boston are (l to r): Emil Schram, president, New York Stock Exchange; Walter S. Lemmon, president, World Wide Broadcasting Foundation; Winthrop H. Smith, managing partner, Merrill Lynch, Pierce, Fenner & Beane, brokers. Titled *American Business Bulletins*, the program, which bowed June 3, is being beamed abroad through WRUL each business day at 4:45 p. m.

Army Signal Assn. Phila. Chapter Gets Its Charter

PHILADELPHIA Chapter of the Army Signal Assn. was formally presented with its official charter on June 16 by Col. Elton Hammand, commandant of the Eastern Signal Corps School, Fort Monmouth, N. J., acting for the Army Chief Signal Officer.

W. W. Watts, vice president of RCA in charge of the RCA Engineering Products Department, Camden, N. J., was elected president of the new organization, which has been formed to stimulate interest in communication preparedness bearing on national defense. Other newly elected officers were: 1st vice president, G. R. Freehafer, vice president and general manager, eastern area, Bell Telephone Co. of Pennsylvania; 2nd vice president, W. H. Knowles, chief engineer, International Resistance Co.; secretary, G. O. Peters, electrical engineer, Army Communications Service Division, Signal Corps plant engineering agency, and treasurer, W. F. Denkhaus, assistant engineer, eastern area, Bell Telephone Co. of Pennsylvania.

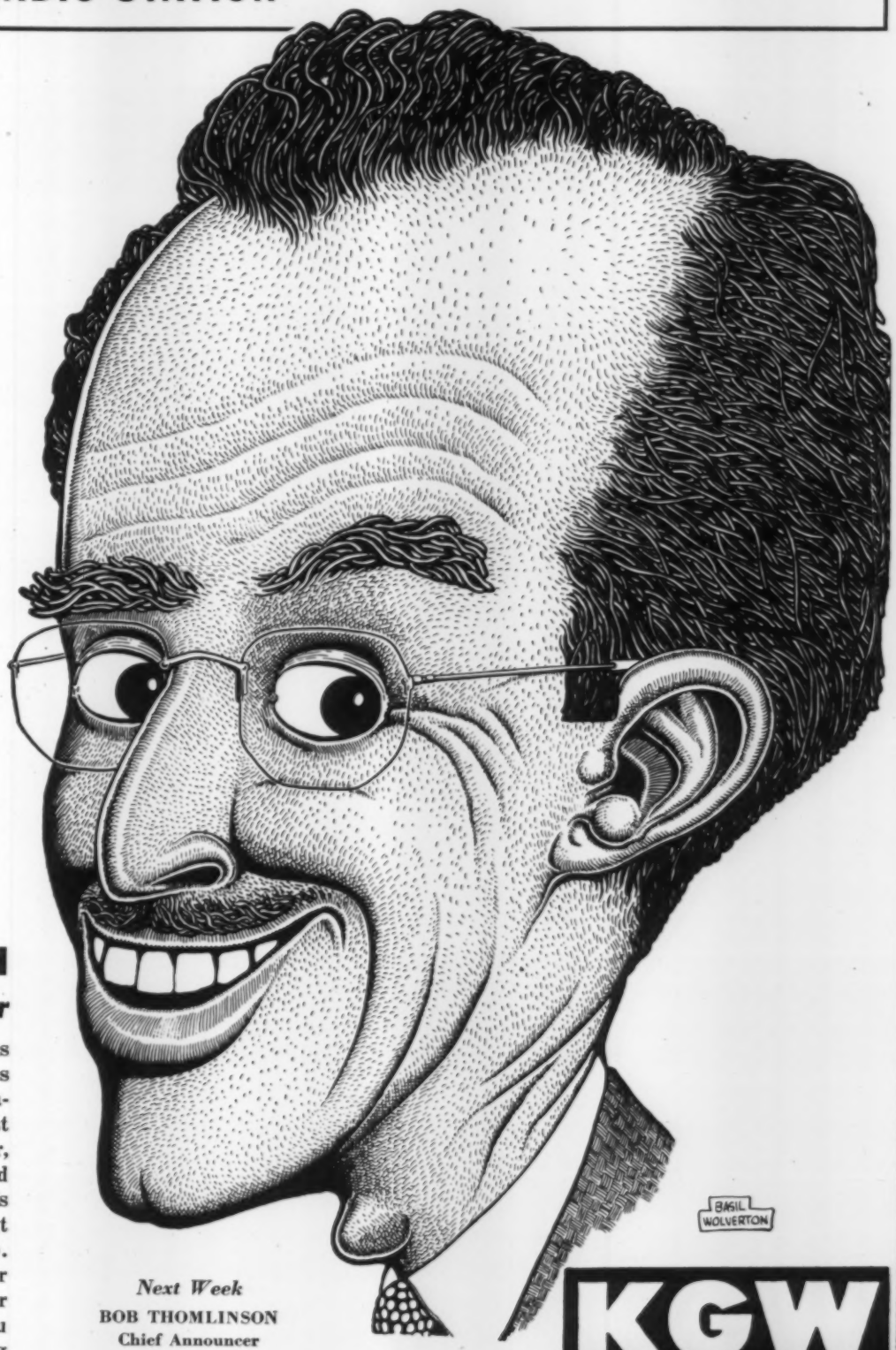
From Down Under

WCSC CHARLESTON, S. C., last week received a fan letter from Melbourne, Australia. It was from an Australian woman whose daughter had joined her U. S. Marine husband and was now living at the Naval Base near Charleston, and she wanted the station to know how happy her daughter was because they had played a couple of her favorite Australian songs. Then, as a special favor, she requested two more songs for her daughter, saying "she'll be thrilled to pieces."

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena



HOMER WELCH

KGW Program Director

Many-faceted Homer Welch sparks the shows that have given KGW its wide-spread reputation for superlative showmanship. Singing MC of last year's National CCNY Award winner, "Name Your Music", which KGW fed to the NBC Western Network, Homer's background in radio runs the gamut from A to Z (Actor to Zound effects). As a radio advertiser you may never have the pleasure of meeting Homer face to face. But if you're on KGW you can rest assured Homer's working for YOU!

Next Week
BOB THOMLINSON
Chief Announcer

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

(Advertisement)

CYCLES

"Little Caesar", "The Big House", "Scarface", a cycle—"A Song To Remember", "Until The Clouds Roll By", "Night And Day", another cycle—"Tall In the Saddle", "Duel In The Sun", "Trail Street", another one—it seems that once a particular type of show hits the jackpot and begins to drop coins in all pockets the Hollywood geniuses scurry in all directions to perfect a cycle, hoping, I guess, to catch the public fancy of the times and maybe pick up some of the sheckels.

Let's let the Hollywood pattern stay in Hollywood. Let's not emulate the bad traits of our western friends. Let's forget cycles as far as radio is concerned, for the first thing you know the public may place us and our wonderful medium in the same category as we in radio now place the Hollywood geniuses.

As a matter of fact, we've had our share of cycles. The Fitzgeralds, Dorothy and Dick Kolmar, and other breakfast-eating married people. We even tried it here at KAT with Don Lanning and his wife.

I don't know whether our who-dunnit's could be called a cycle or not, but there seem to be a lot of them that have sprung up on Mutual in the last year as well as on the other networks, more than ever before, I think.

At this very moment it appears that we are off to the races with another grand cycle. Husing, Paul Whiteman, Andre Baruch and his wife, are now goldplated disc jockeys and Dorsey has begun to bid for an exclusive in each market via Louis Cowan, Inc. I don't know who was the first of the famous make-believe artists. The term "disc jockey" certainly should not apply to that fancy little gentleman, Martin Block, who in times past has afforded all of us many enjoyable hours of entertainment. "Disc Jockey" is a slang term that is in a manner distasteful when it's fitted to the statues of Whiteman, Husing, and the others.

We've had some wonderful new fresh ideas lately in Radio —"Meet The Press"—"Juvenile Jury"—"Before Their Time", even though it ran only twice, the idea was right and is certainly Grade 'A' public service—"One World Or None"—"Orchestras of the Nation" and many other new shows are the best evidence of the fact that radio doesn't need to copy —doesn't need to follow any set and fixed "Jack Pot" rule. Radio can accomplish anything its people can imagine. We must strive for new, good types of shows—different if possible, but good surely.

Let's not have our secretaries scare hell out of the newcomers—the little people who think they have the greatest radio idea of all time. Let's try and examine every offering that comes along—you know, even "a blind pig finds an acorn once in a while".

Let's listen to the little people with new ideas who haven't been able to break into radio. Let's assay their ore. Not so long ago Fadiman came along with an idea—Morgan too—Miss Roundtree certainly has given us some new and different radio listening.

Over at KAT we treat this policy as a tenet. No one wants to, and no one will, violate this hard and fast rule of ours. Every youngster or oldster who thinks that he may have something new for radio is given a courteous and attentive hearing. We don't agree with all of them, but we're sure to listen and to evaluate the idea. It's been proven that people listen to programmes and not to given radio stations. We believe that people like new programmes. We believe that radio 'per se' is at the whim, fancy and caprice of the public. We know that all of us at KAT will do our best day in and day out to continue to cater to the public fancy, their whims, and we will continue to please their tastes with the thought always in mind that a fellow can't go wrong trying something new.

FRANK KATZENTINE
WKAT

ARRANGEMENTS for special broadcast June 28, when 14 Chicago stations will combine personnel and facilities to bring listeners description of a simulated air attack on city, were completed at recent meeting of Navy personnel and representatives of stations. Attending were (l to r, standing): Bob Hibbard, Special Features Division of WGN; Connie O'Dea, news editor of WENR; Lt. William A. Kinsley, Navy public information officer; Jules Herbuveaux, program manager of WMAQ; Jim Conway, staff announcer of WBBM and Naval Reserve pilot, and Hal Miller, WBBM, producer, and (seated, l to r): Capt. Cecil B. Gill, U.S.N., commanding officer and Walter Preston, acting director of program department, WBBM. Program will be aired 3:30-4 p. m. (CDST) over all Chicago stations.

N. Y. STATE PROTEST
FCC Asked to Cancel WNYS
—Call Issued to Patroon—

THE FCC has received a petition from New York State protesting the use of the call letters WNYS by a privately-owned station soon to begin operations in Albany.

The petition, signed by Commissioner of Commerce Martin P. Catherwood and filed by Attorney General Nathaniel L. Goldstein, urged the commission to cancel the proposed letters and assign new ones, "for the call letters WNYS—made up of the initial letters of New York State—would lead listeners to believe the station was either an official voice of the State or reflected official State government views." "This is particularly true in New York State," continued the petition, "by reason of the fact that the official station of New York City has the call letters WNYC."

Maintaining that the use of WNYS would be against public interest, the petition went on to explain, "it is a matter of State policy; and presumably of Federal policy, to deny the use of a name of a government unit as part of the name of any private corporation."

The Patroon Broadcasting Co., licensee of WNYS, received its AM authorization several weeks ago.

WIBX and WIBX-FM Utica were presented with the Veterans Administration's Certificate of Appreciation June 13, for their cooperation with the VA. Helen Wood, managing director, and Elliott Stewart, program director, accepted the award on behalf of the station.

NORTHWESTERN RADIO INSTITUTE IS UNDERWAY

RECEPTION for faculty members and approximately 88 students to be held in Scott Hall, on the Northwestern U. campus, Evanston, Ill., will officially inaugurate the opening of the sixth annual NBC-Northwestern U. Summer Radio Institute June 23.

The Institute offers 12 courses in advanced professional radio training, in addition to a series of 12 lectures by leaders of the industry.

DeGroot's Appointment As WTCB Mgr. Announced

H. ALLEN CAMPBELL, of the Trendle-Campbell Broadcasting Co., owners of WTCB Flint, has announced the appointment of Don DeGroot, former Flint man, as manager of that station. WTCB, on the air since April this year, will soon occupy new studios, it was also announced.

Mr. DeGroot

Mr. DeGroot, whose appointment becomes effective July 1, is a former program manager of WWJ Detroit and WBAL Baltimore. A graduate of Flint public schools and Flint Junior College, he began his radio career there in 1930 with WFDF, later moving on to WWJ.

If you can get that through your head, Elmer, perhaps you deserve your 'Summa cum laude' after all. Few New Englanders speak Greek, but practically all New Englanders listen to their NERN station to learn about the best buys in an area where common-sense buying means good living.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

New England Regional Network, Hartford, Conn.

NERN COVERAGE

New England—where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually.

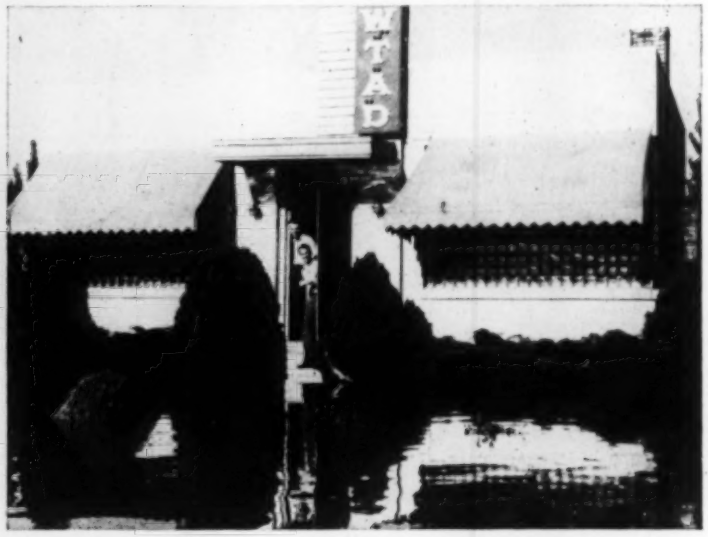
New England — where 11% of the capital resources of U. S. banks are held.

NERN TIME

A day-time quarter-hour costs only $308. No line charges. Free studio facilities in Boston, Hartford or New York.

Nationally represented by WEED & COMPANY
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

Ole' Man River Didn't Stay Away From WTAD's Door



BEFORE AND AFTER views of transmitter building of WTAD Quincy, Ill., as the Mississippi River levee protecting drainage district in which transmitter is located broke June 8. Area was filled to a depth of more than 10 feet, water covered the insulators of one WTAD tower and came within two inches of floor of transmitter building. Throughout flood crisis WTAD continued to operate from this location, but installed an auxiliary transmitter and antenna atop its studio building in case the 1-kw transmitter in flooded area had to be taken out of operation.

WHN Plans 20-Hour Drive For Runyon Cancer Fund

A 20-HOUR DRIVE for cash donations for the Damon Runyon Memorial Fund for Cancer Research will be conducted on WHN New York from time station signs on the air at 6 a. m. July 2 until 2 a. m. signoff. Every program on station that day will be dedicated to the Runyon fund and will feature stars of radio, stage, screen and sports making special appeals for cash pledges.

During a special edition of *Ted Husing's Bandstand* 1:05-4 p. m. recording stars will play their own records and take pledges from listeners via telephone. Each guest recording artist will act as disc m.c. for 15 minutes. Other WHN staff artists who will devote their time on the air to campaigning for the cause will be Red Barber, Connie Desmond, Ted Lawrence, Ward Wilson, Carlton Fredericks, Ella Mason, Joel Herron, Jack Teagarden, Ruth Etting, George Hamilton Combs, Yvette, Larry Douglas, Morey Amsterdam, Bert Lee and Marty Glickman.

WTIC Transmitter

NEW STREAMLINED 50 kw transmitter, designed by Westinghouse, and weighing 16 tons, will make its official debut at WTIC Hartford, Conn., the first part of July, it was announced last week by Paul W. Morency, WTIC general manager and vice president of the Travelers Broadcasting Service Corp.

Further Reports Tell of Extensive Aid Given by Radio in Iowa Flood Disaster

FURTHER REPORTS of valuable emergency assistance and extensive news coverage given by Iowa stations during the Des Moines River floods [BROADCASTING, June 16] have come in during the past week.

KBIZ, only station in flood-drenched Ottumwa, although forced off the air temporarily, was able to give yeoman service, James J. Conroy, KBIZ's general manager, reports. From June 6 to June 10, when Ottumwa experienced its first bout with the raging Des Moines River, KBIZ eliminated all commercials and its staff worked on a 24-hour basis.

During the entire emergency period, Mr. Conroy states, KBIZ was in constant contact with Ottumwa's city hall by remote line, except when phone cables were cut. When it appeared likely that the high water would force station off the air, KBIZ advised all listeners to tune to WHO Des Moines for emergency announcements in case KBIZ could not carry on. KBIZ did fade off the air at 10:12 p. m. June 6, but returned at 10:55 with emergency antenna. WHO, in turn, asked Ottumwa listeners again to tune to KBIZ.

Power Failure

The Ottumwa outlet was able to continue broadcasting only until 11:35 p. m. June 6 when all power in the area failed and WHO again was notified. KBIZ remained off the air until 1:35 p. m. June 8. Meantime it set up a messenger service between the city hall and its studio two blocks away, relaying phone messages calling for aid. KBIZ also put a shortwave transmitter into operation at the city hall, center of the disaster relief operations, and set up a receiver at KBIZ's transmitter building.

KBIZ, according to Mr. Conroy, cooperated in every way possible with other Iowa stations to get news about the flood and emergency announcements on the air. At one time a feed to WMT Cedar Rapids was going out over a KBIZ line through WHO remote equipment.

Several days after the first emergency had passed and the Des Moines River again flooded Ottumwa KBIZ fed programs almost continuously to other stations, Mr. Conroy reports, as power and telephone lines remained in service. WMT, KBUR Burlington and outlets in in Creston, Fort Dodge, Spencer, Marshalltown, Waterloo and Des Moines received these KBIZ feeds.

Second Flood

Forewarned, Ottumwa weathered its second flood, which was just as severe as the one a week earlier, without the panic and loss of life that marked the first disaster. WHO again had its crew in Ottumwa on weekend of June 14-15 to cover this second flood, and the crew fed 15 direct and tape-recorded shows. Virtually every WHO newscast for two and a half days carried Ottumwa pickups. In addition, the station aired special shows giving eyewitness accounts of the disaster, and relayed city officials' appeals and instructions to residents. WHO News Manager Jack Shelley fed NBC three flood broadcasts during second weekend of crisis, making a total of five NBC flood pickups from WHO in ten days.

WHO's second weekend of flood coverage also included a remote live pickup from the schoolhouse refugee center in Eddyville, another community (pop., 1,000) inundated by the Des Moines River twice within a week. Newsman Gene Godt, with the assistance of Engineers Gordon Parks and Herb Steinmetz, handled this pickup.

Meantime, WHO reported that its flood relief fund, started during the first Ottumwa disaster, has passed the $60,000 mark and that contributions from listeners were continuing to pour in.

Another Des Moines station KSO, made this report on its flood coverage: "During period of first flood at Ottumwa KSO gave detailed news coverage and carried Red Cross and police appeals, and re-broadcast two spot broadcasts from scene by Jack Shelley of WHO. During second flood, June 14-15, KSO sent a crew to Ottumwa and carried three action reports direct from scene. KSO also covered the Des Moines River flood, June 12-13, including three on-the-spot broadcasts from flooded areas. It also relayed information and appeals from police, health department, Red Cross and other public agencies."

KXEL Assistance

KXEL, 50-kw ABC affiliate at Waterloo, reported excellent results in the food and boat phases of the Ottumwa emergency. Following an hour and a half of broadcasting June 7 in which KXEL explained that Ottumwa faced a serious bread shortage because the flood had halted bakery production, the response was so generous that station was able to line up 22,000 loaves of bread and 30,000 buns daily during the first phase of the emergency. A Waterloo baker agreed to bake at cost for an Ottumwa bakery, and to provide a transport truck to get the bread to Ottumwa. Ottumwa bakery sent 19 of its employes to Waterloo to help turn out the bread and buns. Deliveries were made daily, KXEL reports, although washed-out bridges had increased the Waterloo-Ottumwa distance from 160 to 207 miles.

Among other scarce items at Ottumwa were boats and boat operators, and here again KXEL gave valuable assistance. Hearing one of the KXEL broadcasts dealing with this scarcity, the Cedar Falls Boat Club telephoned an offer to the station to supply boats and operators. The message was transmitted to flood authorities, who replied over a KXEL microphone.

New FM-AM Console

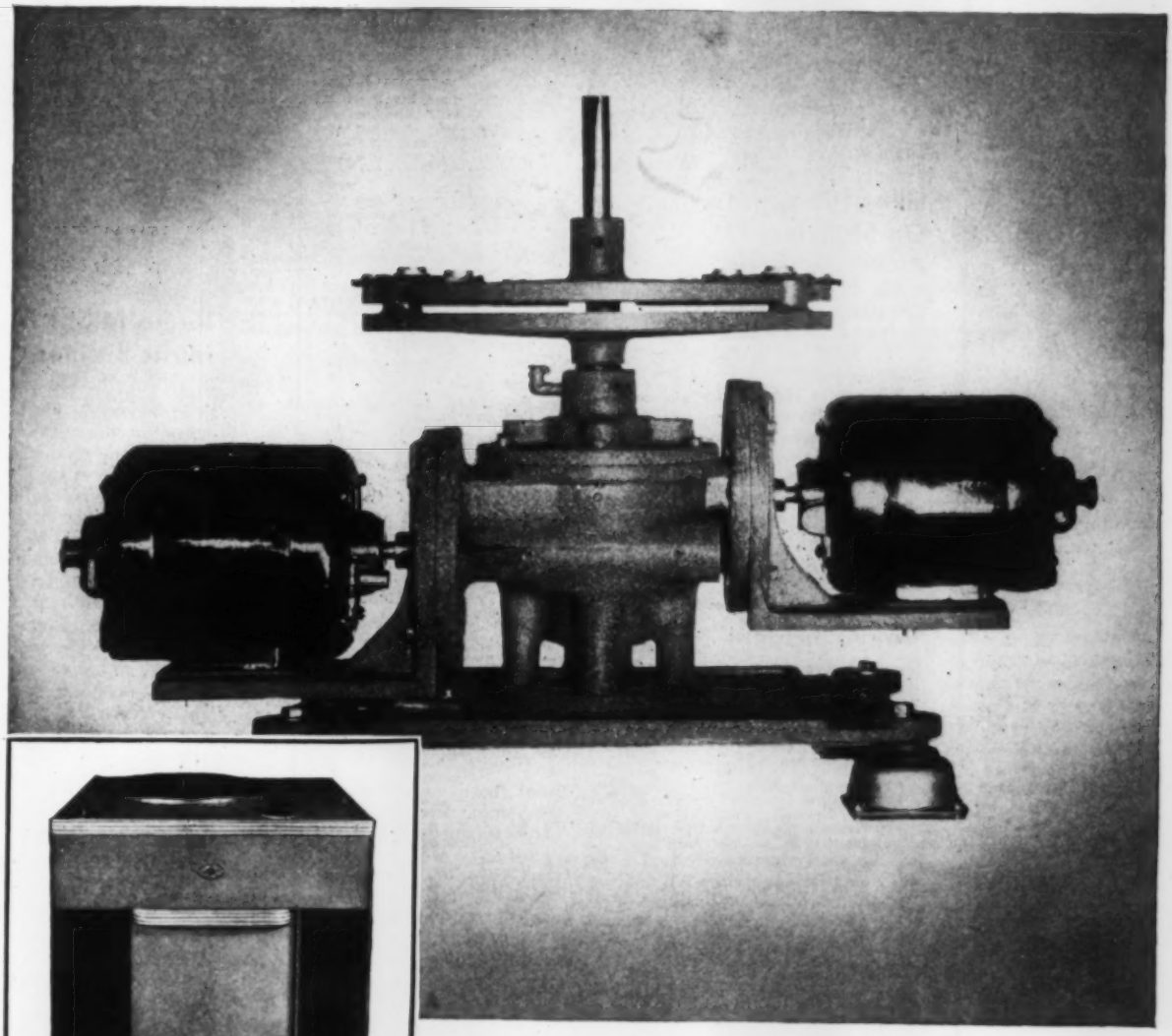
A NEW medium-priced RCA Victor FM-AM radio-phonograph combination console has been announced by Henry G. Baker, general sales manager of the RCA Victor Home Instrument Dept. The instrument combines the new RCA Victor FM reception in a Victrola phonograph with roll-out automatic record-changer and silent sapphire pickup. Suggested retail price is $325 in walnut, $330 in mahogany, and $340 in blonde mahogany.

NEW!
Presto's Dual-Motor, Direct Drive!

▶ The new Presto 64-A transcription unit combines a number of radical improvements which are of first importance to broadcast stations, recording studios, and industrial and wired music operators.

▶ The turntable is directly gear-driven at both 33⅓ and 78.26 rpm and two separate motors are employed — one for each speed. Speed may be changed instantly at any time by turning a mercury switch, without damage to the mechanism. *No frictional, planetary, or belt operated elements are used in this new drive mechanism.*

▶ The following points are of interest: *Motors*—Two 1800 rpm synchronous. *Speed*—Total speed error is zero. *Noise*—At least 50 db below program. *Starting*—Table on speed in less than one-eighth revolution at 33⅓ rpm. *Adjustment*—Construction is very rugged and no attention whatsoever is required—except lubrication.



Brand of reproducer is at the customer's discretion

PRESTO RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y. • Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Cites 'Professionals' As Stations' Need

EDITOR, BROADCASTING:

Your editorial "Power of Radio," in the June 9 issue was particularly good and deserving of some deep thought. That last paragraph is especially important, to wit:

"The Tokyo incident proves another thing: Radio is a highly skilled profession, more sensitive than any of the other media. It cannot be entrusted to amateurs."

How true; and yet, I recall that not so long ago, numerous letters were received from owners of broadcasting stations protesting loudly because they couldn't hire the "fine service lads," because they held no FCC licenses . . .

Let us remember that the corporal who read copy at dictation speed over the AFRS is not a qualified newscaster; the Signal Corps sergeant who repaired walkie-talkies or even a 400 w transmitter is not a broadcast engineer and neither of them is any more qualified to step into a broadcast

job than that Army Captain in Tokyo. Let us somehow impress indelibly on the minds of those station owners who would hire amateurs, be they ex-GI's or otherwise, that "Radio is a highly skilled profession" . . .

Robert E. Brooking
Engineer, KGFJ
1839 S. Western Ave.
Los Angeles 6, Calif.

P. S.: Formerly with WIBO, WGLS, WGES, and WAIT. Also instructor for Signal Corps.

June 13, 1947.

* * *

Reports FM Served Admirably in Storm

EDITOR, BROADCASTING:

I would like to bring to your attention the fact that on the evening of June 7, 1947, atmospheric noise on the standard broadcast band was the highest that I have ever observed in all of my broadcast listening. At my home in Fairfax County, Va., just 12 miles from downtown Washington, D. C., it was just barely possible to identify Washington Radio Stations WRC on 980 kc and WTOP on 1500 kc on my Hallicrafter SX25 receiver in the crystal filter position. WMAL on 630 kc was only slightly better, probably because of the stronger ground-wave field intensity of this station at my home . . . However, at these same times reception of the local FM stations WINX-FM Arlington, Va., WWDC-FM Washington, WGAY-FM Silver Spring, Md., WASH-FM Washington, as well as WINC-FM Winchester, Va. (approximately 50 miles) was possible with complete enjoyment and only occasional pops of static occurred when lightning struck nearby . . .

Jack W. Herbstreit,
Ass't Chief, Frequency
Utilization Research,
Radio Propagation Labs.,
Bureau of Standards,
Washington, D. C.

June 12, 1947

* * *

Likes Hix Cartoon On Staticless FM

EDITOR, BROADCASTING:

We all got a great kick out of Sid Hix's cartoon which appeared in your June 2nd issue captioned—"Isn't FM wonderful, honey? . . . Still no static."

We would like to reproduce this in a forthcoming issue of the RADIORGAN—our house organ which goes to some 25,000 dealers throughout the country . . .

D. H. Grigsby, Manager
Sales Promotion Dept.
Zenith Radio Corp.
Chicago 39, Ill.

June 13, 1947.

* * *

'Tokyo Incident' Reaffirms Stand

EDITOR, BROADCASTING:

I would like to commend you for the last sentence in your June 9 editorial "CBS Wind-Sock":

"This (editorializing) is a task which is certainly radio's right, but it should be done only by able and experienced heads, whether it be in newspapers or on the air."

This really sums up why I have so violently opposed NAB's drive for the right to editorialize. The Orson Welles and Tokyo incidents have shown the tremendous power of the spoken word . . .

I am also disturbed at the failure to couple to this fight for editorial right a request to remove the rule providing that all candidates for an office be given equal treatment.

For, after all, the right to editorialize certainly means the right to advocate one candidate for office . . .

If we do go into editorializing, I believe every station should employ the very best man it can find and then be so vigorous that every listener will know he can hear only one side of any issue when he tunes in that station . . .

Wilton E. Cobb
General Manager
WMAZ Macon, Ga.

June 13, 1947.

Doubts Crosby Ratings Can Be Compared

EDITORS, BROADCASTING:

When is the radio industry going to be truthful about ratings. . . .

The Crosby rating cannot be favorably compared with other network programs. There are many reasons for this!

1. **The Crosby program has been heavily publicized in National magazines and in all the evening papers in the Hooper 36 cities each rating week. . . .**
2. **The Crosby program is on more than 400 stations. . . .**
3. **Stations other than ABC affiliates are used in some cases. . . .**
4. **Many small independent stations carry Crosby phonograph records in Hooper markets for which the Crosby transcribed program received credit on Hooper phone calls.**
5. **The Crosby program has more uniform schedule than other network programs, at a choice time period when more sets are in use.**
6. **The Nielson report in large metropolitan areas where Hooper surveys are about the same; but, when smaller cities and rural areas are surveyed the Crosby rating takes a nose-dive and levels off between 10's and 12's.**

Under all these conditions the Crosby rating is not a "true" one as expressed by the Hooper reports.

Canned or transcribed programs or big name personalities like Crosby can never supplant a "live" performance in timeliness and quality. . . .

JACK FROST
Duquesne Club
Pittsburgh, Penn.

May 28, 1947

* * *

'Editorial' Discussion Got Far Afield at IER

Editor, BROADCASTING:

I have followed with great personal interest the reports that have been published concerning the Ohio Institute Program. I noted in particular a report published in Washington to the effect that the Institute members had voted "almost four to one against an editorial policy for radio." This ratio of four to one seems to be a somewhat common factor. As the only commercial broadcaster invited to appear on the panel to discuss "Should Radio Have An Editorial Policy?", I found myself in the rather unhappy position of attempting to defend the affirmative view against four other panel members, all of whom were experts. Unfortunately, however, the subject got far afield from the topic.

The rather amazing thing about the reported Institute vote was the fact that our panel discussion immediately preceded adjournment of the session. Could it be that the Institute voted BEFORE the forum discussion? . . . . .

I want to thank you for the support you have given to the need of clarifying the language of the 'Mayflower Decision', and also your many articles and editorials on the general subject of free radio. I sincerely hope that the broadcasters themselves will be awakened to the necessity of taking steps to guard against the encroachment upon fundamental and cherished rights that seems to be all too prevalent today. Unfortunately there are many in the field of education that seem to be willing to aid and condone the illegal assumption of authoritarian power that would destroy free radio.

If only broadcasters and educators would forget their petty differences long enough to take stock of what is REALLY happening, I think they would find a great area of common agreement to which the talents of each could be placed to work with assurance of almost limitless value to our democracy. . .

Rex Howell
Managing Director
Western Shore Broadcasting Co.
Grand Junction, Colo.

June 2, 1947

* * *

Radio Might Enter Music Business Too

EDITOR, BROADCASTING:

I am much interested in your story on page 15 of the current issue (June 16) of BROADCASTING which deals with Petrillo's threat to enter the recording business.

This prompts me to suggest that it might not be a bad idea for radio to enter the music business; that is, to provide its own musicians. I have long felt that this is a natural, desirable, and logical thing to do. ASCAP's threat caused radio to provide its own source of copyrighted music. Why not do the same thing to Mr. Petrillo? We could produce our own recordings and employ our own musicians for whatever purpose desired.

It is an interesting thought and you may be interested in passing it along.

E. E. Hill
Executive Vice-President WTAG
Worcester 1, Massachusetts

June 17, 1947.

WENE, scheduled to begin operations in August as the ABC outlet in the Endicott-Binghamton-Johnson City area of New York, will be housed in this building under construction in Endicott. Building is adjacent to *Endicott Daily Bulletin*, published by licensee, Empire Newspapers-Radio Inc. WENE will operate as fulltime 250-w outlet on 1450 kc.

50,000 WATTS—DAY
10,000 WATTS—NIGHT

Kabc SAN ANTONIO

Charles W. Balthrope, Station Manager
AMERICAN BROADCASTING CO. • TEXAS STATE NETWORK

Kabc

APPOINTS

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

NATIONAL REPRESENTATIVES
EFFECTIVE JULY 1, 1947

Ask your John Blair man about . . .
The largest daytime ~~coverage~~ SERVICE area of any Texas radio station

Your John Blair man is ready right now with full facts on Kabc . . . newest addition to his fine station list. Ask him how Kabc power reaches into 112 prosperous Texas counties . . . and sells listeners right when they're in a buying mood.

Along with the facts and figures, you can expect sound counsel from your John Blair man . . . all based on his wide merchandising experience and his thorough knowledge of marketing by radio. Ask him about Kabc today!

Editorial

White House & White Bill

RADIO IS in the spotlight at both ends of Washington's historic Pennsylvania Ave. In the midst of Senate committee consideration of the White Bill radically to revise the radio law, President Truman last Wednesday withdrew the nomination of Ray C. Wakefield for a new seven-year FCC term, and substituted Rep. Robert F. Jones of Ohio, a vigorous 40-year-old Republican with solid party backing. [See page 13.]

There must be drawn from the President's summary action the inference that he isn't satisfied with the status quo at the FCC. There must be drawn from Senator White's action in pressing for new legislation, the obvious fact that he isn't satisfied with the way things are going in a regulatory way.

Thus we have the anomoly of a Democratic President and a Republican Congress (as personified by Senator White, the majority leader) fostering changes, not only in the law, but in the men who enforce the law. Chairman Charles R. Denny had not only urged Mr. Wakefield's reappointment, but had named him acting chairman, since Mr. Denny is preoccupied with the chairmanship of the International Telecommunications Conference in Atlantic City—probably until mid-September.

There will be heated speculation about the meaning of the President's almost unprecedented act. (It was done once before in recent annals—when President Roosevelt in 1943 withdrew the nomination of the late George Henry Payne 24 hours after it had been submitted.) Mr. Wakefield had been criticized by old-line Republicans as to his "Republicanism." Mr. Denny had gone all out in his support. Does the President's action reflect upon Mr. Denny? There can be no argument about the validity of that question.

Events on Capitol Hill last week caused all present to take pause. The serious intent of Senator White to press for new legislation as quickly as possible is evident. At least four members of his seven-man subcommittee appeared, from their questioning, to be of the same mind. Senator White is not wedded to his bill. But he is irked, unduly we think, because spokesmen for radio sought additional time to prepare their testimony for this vital legislation. Senator White did not hide his feeling. Chairman Denny, who opposed some aspects of the White Bill, fared far better before the Committee than did spokesmen for private broadcasters. He did not press for legislation.

There can be no lingering doubt about the present hostility of the Senate subcommittee to radio's quest for full freedom, on a footing with the press. There is little sympathy for a bill, at this time, which would strip the FCC down to regulation of the purely physical aspects of allocations and electrical interference. That reward must come only after a long, calculated period of education and of understanding of the problem.

Senator McFarland made a suggestion, during Judge Miller's testimony, that should be pounced upon. He asked why the broadcasters and the FCC and others had not submitted proposed drafts of the kind of legislation they should like to see enacted. And why not? It makes sense for radio to offer affirmative legislation, and let others take shots at it, rather than have it in the position of protesting provisions of a measure that, in the judgment of both the FCC and the NAB, would delegate far greater powers to the licensing authority.

These are important days for radio. And explosive. There's little chance of legislation at this session—one chance in a hundred. But what is done at these hearings will figure in legislative consideration next session in January. That much seems obvious. And what the President may do with the FCC in the ensuing weeks and months is no less important.

It serves no purpose now to quibble about postponements. The legislative die is cast. President Truman is thinking in terms of better regulation. Senator White is determined to get new legislation before he retires from Congress in December 1948. It will take all of radio's resources and prudence and brainpower to get the *right kind* of legislation out of what now might appear to be a stacked legislative deck. No greater challenge has ever faced American radio. Radio must meet it headon.

What Is News?

RECURRING FEUD between radio stations and newspapers has been fanned to life in Miami by the decision of the Miami *Herald* and *Daily News* to charge for program logs.

The papers gave as their reason FCC's licensing of 10 AM, 7 FM and 1 television stations in the greater Miami area and their shortage of newsprint. Heretofore the listings of the four network stations were carried in regular tabular form, gratis, as an obvious public service. The papers say they can carry the listings in the same form for approximately $80 per week.

Two stations, WQAM and WIOD, owned by the *Herald* and *Daily News* respectively, have, quite understandably, agreed to the fee. The other four, WGBS WINZ WKAT and WBAY (listings of the two independents were recently added) have refused and their program logs are printed as solid matter in agate type in a way that challenges even the most sharp-eyed to read without a magnifying glass.

The fact that the papers are willing to run the logs in their usual form for a charge effectively cancels out the validity of their claim to lack of newsprint. It is apparent that the logs take no more space when run as a public service than they do as a paid advertisement. The solid agate type plan used for nonpaying station logs and described as a public service is not a public service and is, rather, an entire waste of newsprint because it is practically undecipherable.

We question the editorial judgment of the editors of the two papers. Program logs have rated high in every poll of newspaper readers ever taken. The Continuing Study of Newspaper Reading, conducted by Advertising Research Foundation with the assistance of the American Newspaper Publishers Assn. summarized 100 surveys last December. It found that radio news and programs rated fourth with women and fifth with men of all newspaper editorial matter. An average of 51% of women and 40% of men, an astonishingly high average, read this news daily.

Papers devote large percentages of their space to sports news, box scores and pictures. Book and theatre reviews are printed free by most metropolitan newspapers. Why? Because editors know the public is interested. They say it is legitimate news.

The public, by the newspapers' own survey results and in countless other ways, has shown that it is vitally interested in radio. Radio news is legitimate news, too. If newspapers do what they say they'll do, give the public what it wants, they'll publish full program logs and radio news.

Our Respects To—

CHARLES GREENOUGH MORTIMER

MEMBERS of the staff of Charles Greenough Mortimer, vice president in charge of marketing of the General Foods Corp., like to quote their boss fondly as follows: "Mortimer, like Gaul, is divided into three parts: (1) Mortimer, the General Foods vice president; (2) Mortimer, the dairy farmer; (3) Mortimer, the Advertising Council man."

To the discerning, the quotation is a tipoff on Mr. Mortimer. It indicates: (1) that he is liked by his staff; (2) that he has an unpretentious humor; and, of course, (3) that he is a several-sided man.

As top advertising man for one of the nation's biggest radio spenders, Mr. Mortimer is concerned daily with six and seven digit budget figures. Yet a less Hucksterish advertising executive could scarcely be imagined.

The seventh Charles G. Mortimer in his line first appeared on the scene in Brooklyn in 1900. A few years later the family moved to East Orange, N. J., where Charles attended high school. After graduating he attended Stevens Institute of Technology. Young Mr. Mortimer's academic career was terminated by the first World War. He enlisted in 1918 but the war ended a short time later and he "never sailed beyond the Jersey shore."

After regaining his shore legs—in a matter of minutes—he joined the National Aniline & Chemical Co. as a clerk. Within two years he was solidly entrenched as export manager.

He left National Analine for a job in the sales department of the R. B. Davis Co. (Davis Baking Powder), serving successively as district manager, division manager and sales manager. In 1924 the rising young baking powder sales executive joined the advertising firm headed by George Batten "to learn the advertising business" as a contact executive. He curbed his wanderlust for four years before leaving the Batten organization to join General Foods in 1928.

Here Mr. Mortimer was reunited with two of his first advertising loves—baking powder (Calumet) and coffee (Sanka). His position as merchandising manager for General Foods was not only an advertising job, Mr. Mortimer says, but also involved actual sales.

He had married several years before, in 1923. A son by that marriage is now 21 and a student at Hamilton College—Charles G. (Duke) Mortimer III, who rather confusingly is the eighth Mortimer to bear the name. The first

(Continued on page 58)

First Lesson

First, you learn to bait the hook.

It took plenty of experience — and a fisherman's patience, but, judging from its progress, WAGA has learned just the right program appeal to land those fine audiences in the pool it's working.

Let WAGA toss your program into the Southeast's No. 1 market and give you the thrill of pulling out those really big results.

FORT INDUSTRY STATION

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

HERE IS THE LATEST STORY(

In the last six months, December 19(
pulled 388,053 letters, buying artic

Sales volume in those letters brough
than $542,149.00. This figure doe

WCKY has the Hooper ratings for th
listeners in 33 states, evidenced by
indicating an audience that continue

WC

The L. B.

FIFTY THOUSAND WAT

Call Free & Peter

RYON THE WCKY JAMBOREE

r 196 through May 1947, the Jamboree
rtices offered on the Jamboree.

ought to our advertisers more
does not include re-orders.

r the Cincinnati market, and proof of
by the tremendous mail response,
nues to listen and buy every day.

CKY

Wilson Station

WATTS OF SELLING POWER

ter For Availabilities

Respects

(Continued from page 54)

Mrs. Mortimer has since died. In 1927 Mr. Mortimer married the former Elizabeth Kemply Atterbury, better known as "Jerry." There are three children by this marriage—John A., 18, and Mary Cecil, 14, students at Glen Ridge, N. J., High School, and Lee, 7.

By 1935 Mr. Mortimer had become vice president of the General Foods Sales Co. Inc., a subsidiary group embracing Calumet, Sanka, Log Cabin Syrup, Certo and Sure-Jell. He was appointed general advertising manager of the parent firm, General Foods Corp., and in 1943 was elected vice president in charge of advertising, and early this month, vice president in charge of marketing.

If Mr. Mortimer is divided like Gaul into three parts, as he has observed, his customary itinerary too may be said to form a three-sided figure, the angles of which are the General Foods Postum Bldg. on Park Ave., New York, his residence in Glen Ridge, N. J. and his farm at Port Jervis, N. Y.

His 387-acre dairy farm in New York's Sussex County is one of his passions. He studies a butterfat-content report as avidly as a statement of General Foods' net sales. The principal occupation at Westfall Dairy—a homestead dating back to the Revolution— is raising purebred Holstein-Friesian cows and Morgan saddle horses. Mr. Mortimer explains that he became a dairy farmer more or less inadvertently. His wife and he, both enthusiastic riders, began with the idea of breeding horses. The thoroughbred horse market being what it is, they soon found their avocation growing overly expensive and decided on a flyer in the dairy business to defray costs.

Welcome Surprise

KGKL San Angelo, Tex., was giving a barbecue for the city's business men June 11 to celebrate its increase from 250 w to 5 kw, when the citizens of San Angelo turned the tables and surprised KGKL Manager Lewis O. Seibert with a wrist watch. The gift, they said, was a token of gratitude for the service given by the station to the community.

One cow led to another and the Mortimers continued to enlarge their herd in an effort to increase milk output. The current Westfall herd numbers 70 head of cattle. The farm also supports sundry pigs and chickens which are consumed on the premises.

Sweetheart of the herd is 1800-pound Eunice, whose latest snapshot Mr. Mortimer will display with practically no encouragement. Farmer and advertising man meet in an illustrated brochure, "Westfall Dairy, 1940-1945," which chronicles the history of Westfall since the Mortimers took over. Typical entry is this one for July 13, 1945: "Today Eleanor went to be butchered. It is a sad day." (Eleanor was a heifer). And on July 20, 1945: "The first and only pair of twins we have had to date. A brace of beautiful little heifer calves . . ."

Mr. Mortimer, it appears, is the diametrical opposite of the dilettante gentleman farmer. To friends whose idea of relaxation is something vastly different from leaving the office after a hard day and dashing out of the city to drive a tractor or help a cow calve, he explains that his idea of fun is to change from one kind of work to another. A shirtsleeve executive in an unimposing office, he is a farmer without frills who leans toward work shirts and dungarees.

His ideas on the subject of radio are as definite as his views on dairy farming. About the public's tastes: "There is no reason why—if the public laps up blood-and-thunder and mystery in the movies and in books the way it does—it should not have it on the radio if it wants it—providing, of course, that it's broadcast at a time when children aren't apt to be listening." About radio criticism: "I feel we ought to find out what they (the public) want, rather than make cracks about what's wrong with radio."

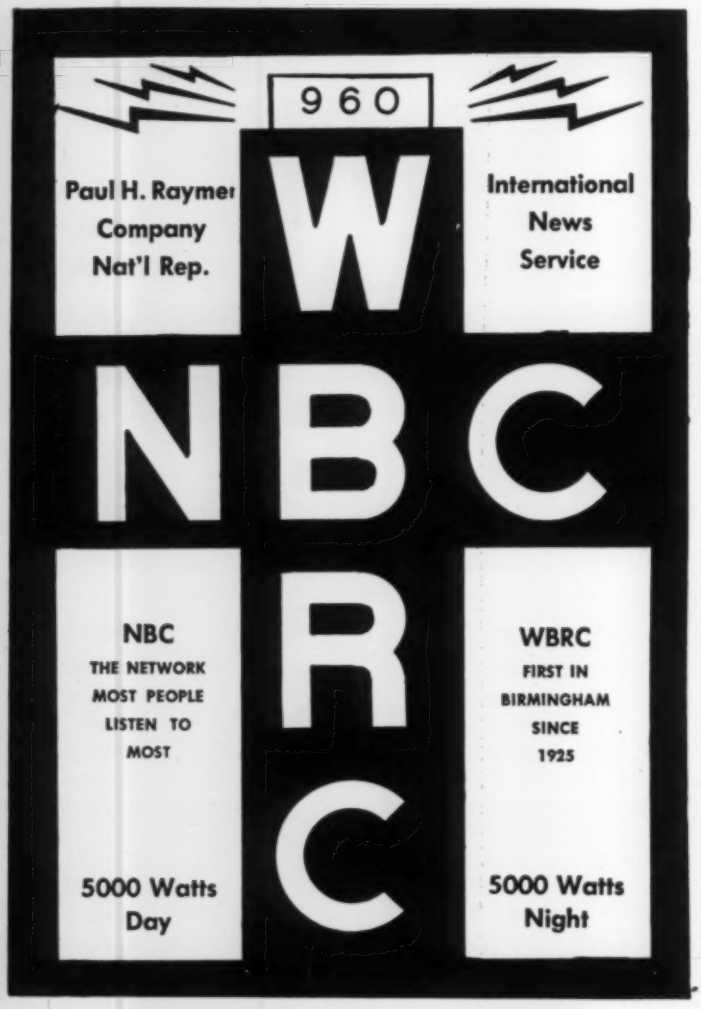
The latter opinion dovetails with two of Mr. Mortimer's chief interests—the Advertising Council and the new Broadcasters Advisory Council [BROADCASTING, March 1] in the formation of which he was a motivating force.

Mr. Mortimer was active in organizing The War Advertising Council and, as chairman of the peacetime Advertising Council's board, continues to be one of its most vigorous and indefatigable members. He is also a former chairman of the executive committee of the Advertising Council. A skilled and effective speaker noted for his pungent phrases and earthy metaphors, Mr. Mortimer is unable to fill all the requests for use of his talents at advertising conclaves.

It is his conviction that audience surveys and listener percentage figures in general cannot tell the whole story of listening tastes. "It's true that broadcasting should cater to mass tastes; but not completely so—minority tastes must be considered too, assuming those tastes are real and not fictitious," he says. He considers radio a "working monopoly."

Despite his hectic, three-ply life, Charles Mortimer doesn't neglect his role as an outstanding citizen of Glen Ridge, uppercrust suburban New Jersey town. He is especially proud of his past service on the executive committee of the Glen Ridge Forum and on the board of trustees of the Community Chest. He is a member of the National Grange, farmers' organization, "... possibly the only Granger who is also a member of the Union League."

If Charles Mortimer's philosophy of advertising and merchandising in general could be condensed into a sentence it probably would sound something like this: "Give the public what she wants—within reason."



BIRMINGHAM, ALABAMA

MANAGEMENT

TOM MEANS, former advertising and promotion manager of WOL Washington, has been appointed general manager of WFAK Charleston, S. C. He succeeds P. J. BRANDON, who resigned to accept an executive position with WGAC Augusta, Ga.

ROBERT E. KINTNER, executive vice president and member of the board of directors of ABC, was in San Francisco June 9 and 10 where he conferred with KGO General Manager GAYLE GRUBB. DON SEARLE, vice president in charge of the ABC Western Division and FRANK SAMUELS, Western Division sales manager, accompanied Mr. Kintner from the Hollywood quarters of ABC.

E. A. NICHOLAS, president of Farnsworth Television & Radio Corp., is author of a 2,000-word article on radio in the Americana Annual for 1947, just released by publishers of Encyclopedia Americana.

KENNETH THORNTON, general manager of KOCS Ontario, Calif., is on organization committee of newly-launched Ontario Chamber of Commerce.

ROBERT A. KELLEY, station manager of WKXL Concord, N. H., is the father of a son, Kerry.

FRANK TAYLOR Jr., assistant manager of WPDQ Jacksonville, Fla., has returned to the station after a two months' illness.

G. F. (Red) BAUER, sales manager of WINN Louisville, has been appointed secretary-treasurer of Kentucky Broadcasters Assn.

LARRY COLTON, former music arranger for WTIC Hartford, has been named station manager of Twin Cities Broadcasting Co., Lewiston, Me., effective July 1.

LLOYD E. YODER, general manager of KOA Denver, has returned to Denver from attending the Rotary International convention in San Francisco, June 9-13. Mr. Yoder will head the Denver chapter of Rotary beginning July 1.

FRANK E. KNAACK, technical director of WHLI and WHNY Hempstead, N. Y., has been elected a vice president of both stations. He was formerly chief engineer of WLIB and WMCA New York.

IVOR SHARP, vice president of KSL Salt Lake City, has been released from the hospital after nearly eight weeks. He suffered injuries to both knees when his car was rammed by another car out of control.

ROBERT E. WHITE, general manager of KYW Philadelphia, has been named to the subcommittee on Public Information for the Red Cross Disaster Preparedness Committee.

CARL LOOSE, former assistant manager of WPAR Parkersburg, W. Va., has been named general manager of WCOM Parkersburg which will take the air about Aug. 1. PAULA CARR, traffic and continuity director of WPAR, joins WCOM as assistant manager and program director.

M. T. LANSER, Pres.
R. M. ZERBE, Sec.-Treas.
JOSEF CHERNIAVSKY, Vice-Pres
In Charge of Prod.

TELE-RADIO CREATIONS INC.

"WE SELL The SHOWS That SELL!"

proudly presents

"It Really Happened!"

An exciting . . . intriguing . . . dramatic 15-minute open-end transcription series now available for local, regional and national sponsorship.

STARRING JIM AMECHE

who becomes America's newest exciting Story-Teller . . . with IT REALLY HAPPENED!!!

Telling intense, absorbing, educational stories based on the least-known facts of the most well-known people, Jim Ameche comes to a large loyal audience with entertainment at radio's best . . . IT REALLY HAPPENED!!! . . . An Open-End Transcribed 15-minute show.

Available now . . . for local, regional or national coverage . . . a program designed to please and to pull . . . IT REALLY HAPPENED!!!

TELE-RADIO CREATIONS, INC. is an organization of leading radio producers, directors, writers and artists equipped to meet all your radio needs . . . musical, variety and dramatic . . . live and open-end transcribed productions.

FOR AUDITION RECORD: *WRITE — WIRE — PHONE*

TELE-RADIO CREATIONS INC.

540 NORTH MICHIGAN AVENUE
CHICAGO 11, ILLINOIS • Phone SUPerior 5121

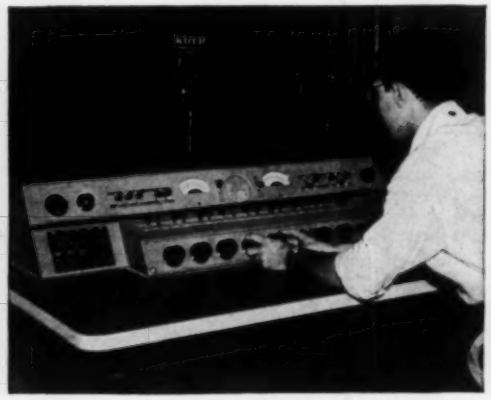
CBH

WE SELL THE SHOWS THAT SELL

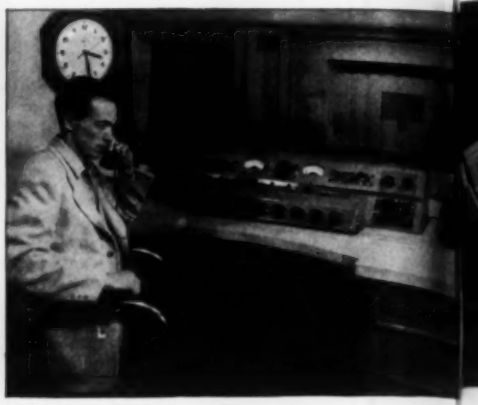
Western

25B SPEECH INPUT

KANS
Wichita, Kansas



KDTH
Dubuque, Iowa



KUSC
Los Angeles, California

WMBD
Peoria, Illinois

WMBR
Jacksonville, Florida

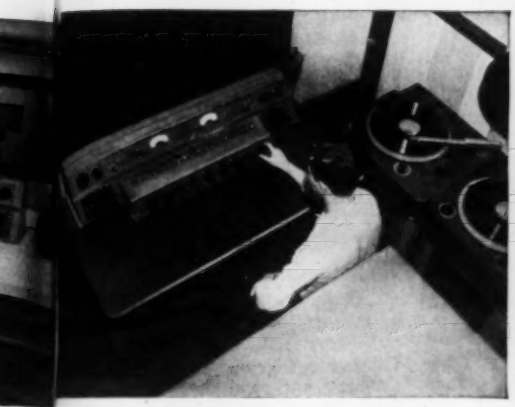
WNBF
Binghamton, New York

Here you see a few of the *more than 150* new 25B Speech Input Consoles which have been shipped to stations all over the country. 25B's are now coming off the production line in a steady stream to fill orders being received from other broadcasters eager to install this high quality, economically priced equipment.

Broadcast studios choose the 25B because: its two main channels handle FM and AM programs simultaneously—noise and distortion are well within

Electric

CONSOLES ON THE JOB



WBCM
Bay City, Michigan

WDAE
Tampa, Florida

WGST
Atlanta, Georgia

WROV
Roanoke, Virginia

WSAV
Savannah, Georgia

WWC
Columbia, Missouri

all requirements for high quality FM operation over a 15,000 cycle range—all controls are arranged for full operating flexibility and convenience—it's completely wired for plug-in cable connection—all parts are accessible for inspection and maintenance—and its modern styling makes it really eye-appealing.

For early delivery of your 25B Console, get your order in *now* to your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

— QUALITY COUNTS —

JUST IN CASE YOU MISSED IT!

Here's what the
BUREAU OF ADVERTISING
told
EDITOR AND PUBLISHER

What Our Readers Say

Bureau Uses Data By Sales Management

To the Editor:

When I discussed the bureau's county data project on which you based your excellent story in the March 29 EDITOR & PUBLISHER, I mentioned but am afraid I must have neglected to emphasize, one important point.

That point being the bureau's —and the newspaper industry's —quite considerable indebtedness to *Sales Management* for a very substantial portion of the original data which is now, through the bureau, available to advertisers, agencies and member newspapers.

The fact is—and I should have stressed it more definitely—that all our 1944 data on population and number of families, our 1945 data on effective buying income (both gross and net), buying income per family, retail trade, county percentage of U. S. potential, county market quality index and gross farm income were taken from Sales Management's Survey of Buying Power.

I want to give credit where credit is certainly and generously due, and to supply this missing detail in what was an able and accurate account of this major newspaper industry effort

WILLIAM G. BELL,
Director of Research
Bureau of Advertising, ANPA

...and hundreds of *radio stations* use the *Survey of Buying Power* to define and sell *their* markets.

Sales MANAGEMENT

NEW DIRECTORS of Canadian Assn. of Broadcasters posed for the cameraman as the association's annual convention drew to a close at Jasper Park Lodge. Front row (l to r): G. S. Henry, CJCA Edmonton; Lt. Col. K. S. Rogers, CFCY Charlottetown, P. E. I.; Ralph Snelgrove, CFOS, Owen Sound, Ont.; Malcolm Neill, CFNB Fredricton, N. B. Back row (l to r): A. A. Murphy, CFQC Saskatoon, Sask,; Narcisse Thivierge, CHRC Quebec-City; A. M. Cairns, CFAC Calgary; G. R. A. Rice, CFRN Edmonton. Not present when the photographer dropped around were these directors: Harry Sedgwick, CFRB Toronto; K. D. Soble, CHML Hamilton, Ont., and Phil Lalonde, CKAC Montreal.

Promotion Expense Is Studied by NAB

One-Third of Advertising Funds Directed at Timebuyers

BROADCAST stations aim about one-third of their advertising, promotion and publicity expenditures at agency timebuying departments, according to a survey conducted by the NAB Research Dept. for the Promotion Subcommittee of the NAB Sales Managers Executive Committee.

Based on a questionnaire sent to stations Jan. 1, 1947, the survey drew returns from 72% or 568 of the 784 stations contacted. The sample covers clear-channel, regional and local stations.

In addition, results of the survey are based on a special analysis of the FCC's 1945 annual financial reports from all licensees. Further results show:

The remaining two-thirds of station promotional expense is directed to attracting and holding the audience.

Total promotional expense is approximately one-third of total selling costs, the study shows, with salaries, wages and commissions to salesmen over a half of the total.

Large stations spend a larger proportion of advertising funds on timebuyer promotion than regional or local outlets, it was found. No significant or consistent trend from 1945 to 1946 in allocation of promotion expense was noted.

In analyzing 1945 FCC data, the survey showed that 50 kw clear channel outlets devote 3.2% of net revenue to advertising, promotion and publicity; 5-20 kw clears, 4.8%; regionals, 3.9%; locals, 3.1%; entire industry, 3.6%.

Little difference was noted in the case of non-network and part time stations, though what effect appears lies in the direction of increasing the proportion of the advertising appropriation on efforts to promote the stations to timebuyers.

HT's Hooper 13.5

PRESIDENT TRUMAN's address at Princeton U.'s Bicentennial celebration on June 17 was heard by 6,751,000 adult listeners, according to a survey made for CBS by C. E. Hooper, New York. Hooperating for the address was 13.5, with the share of listening audience, 76.0.

PHILCO PROMOTES FM

Manufacturer Joins KJBS-FM In San Francisco Drive

A VAST city-wide cooperative promotion program to acquaint the public with the virtues of FM broadcasting was staged in San Francisco last month. It was jointly arranged by the Philco Corporation and KJBS-FM—first commercial FM station to go in operation in the bay city.

Philco's Western Division Merchandising Manager, John B. Parsons, called attention to the special FM demonstrations with paid newspaper advertisements totaling the equivalent of four pages and of a value of five thousand dollars. Two million readers were reached in this manner.

The public was invited to visit any Philco dealer within the range of KJBS-FM to hear the high fidelity broadcasts which the station presented daily from 10 a. m. to 10 p. m. Concert and classical music was used almost wholly. The program policy during the two-week demonstration period dictated that little speech be used.

Mr. Parsons stated:

"We felt that people would have to be shown the advantages of FM in the bay area before they would buy. We realized that FM broadcasting from a listener standpoint is so big, so imperative, that we just had to show them the high fidelity, the lack of noise in a big city and the advantages of fine music reproduction. That we have done so is proven by the terrific upsurge in sales reported by dealers all over the bay area."

KJBS-FM went on the air as a commercial FM station on December 19, 1946. The station is located in the highest structure in San Francisco. the Clay Jones Apartment on Nob Hill. The total height of the tower and antennae, topped by a flashing aircraft beacon light, is 728 feet above sea level.

N. Y. Radio Council Formation Near

Plan, However, Assailed By Station Officials At Meeting

FORMATION of a New York radio council appeared imminent last week, regardless of the participation or cooperation of the city's broadcasters. Long a topic of discussion between the station men and representatives of leading charitable, civic and public service organizations, the idea broke into the news a fortnight ago when it was severely criticized during a luncheon meeting of station executives.

Reaction was immediate and at the end of the week Mrs. George Fielding Eliot, chairman of a council organization committee, stated. "Indications would seem to be that a number of organizations are interested in going ahead on their own. Four or five really large organizations" have volunteered finances to get a council started in New York, she said, adding that during the past winter a number of incidents have arisen pointing to "a real need for some kind of coordination," such as the council could provide. Before her marriage, when she was June Hind, she was assistant director of women's and children's programs at NBC, where she also conducted a discussion program, *Let's Talk It Over.*

Suggesed in 1943

Council plan was first formally broached in New York in 1943 at a meeting of some 25 organizations and stations, who the following year voted to inaugurate a council, but after difficulty in carrying out the project under wartime conditions postponed the plan until the war should be over. In April of this year Mrs. Eliot and Dorothy Lewis, who as coordinator of listener activity for NAB has been actively associated with radio councils in other cities, met with representatives of the stations which had earlier endorsed the council idea: WJZ WNBC WCBS WOR WINS WQXR WLIB WHOM WMCA WNYC.

The group requested and received an outline of a proposed council set-up, which described the organization's purpose as to establish a channel through which the radio public and the radio industry can further their mutual interests.

Objectives were set out to "help extend the public's radio horizon, make listeners become more intelligently articulate, encourage utilization of radio in education, promote effective public service broadcasting by organizations, and promote dissemination of information about radio."

Budget was based on fees of $10 a year from non-profit organizations, estimated to total $6,000; $100 a year from business groups, totaling $1,000, and station contributions on the basis of time charges, totaling $6,500, making an overall total of $13,500. This would be spent as follows—$5,200 for an executive director, $1,900 for bulletins and releases, $1,000 for postage and wires, $500 for travel, $700 for miscellaneous office expenses. Rent was not included as probably NAB or some other organization might make space available for the council.

Proposal was somewhat negatively received by second meeting of the 10 stations May 28, when it was suggested that other stations be apprised of the council idea at the June meeting of New York station executives who gather each month for an informal luncheon at which mutual problems are talked over. This meeting, held June 9, took no formal action on the council proposal but the discussion was said to be unanimously unfavorable, despite endorsements of the council idea from broadcasters in other cities where councils are now in operation. John J. Gillin Jr., WOW Omaha; George M. Burbach, KSD St. Louis; Gene O'Fallon, KFEL Denver; John F. Patt, WGAR Cleveland; William B. Quarton, WMT Cedar Rapids; John Dixon, WROK Rockford, Ill.; F. C. Sowell, WLAC Nashville; Charles D. Miller, KRNT Des Moines, were among those who wrote in favor of the council as a

(Continued on page 68)

Contract a Day

RALPH SPANGLER, a WIBC Indianapolis salesman, having signed 26 contracts during April, or one for every working day, decided to adopt a new version of an old motto. According to him, "A contract a day keeps the deficit away." Mr. Spangler has been with WIBC since May, 1943.

Mr. Spangler

Global News—Local Sales

The fast-paced formula for "WORLD NEWS ROUNDUP" was built during the war, when direct reports from overseas outposts were desperately required. Listeners now continue to rely on NBC correspondents in 25 international capitals for their eye-witness accounts of today's headline news events.

JOHN SWAYZE—experienced editor and reporter, whose able newscasts built high ratings and enthusiastic mid-west audiences—is NBC's new conductor of World News Roundup, with John Mac Vane presiding on Sundays.

Each day of the week, newsmen in New York, Washington and other points where top news originates bring NBC audiences a complete, timely broadcast at 8 am, EDT (9 am on Sunday).

And the complete resources of NBC's news gathering facilities . . . the services of 60 top flight reporters . . . are available locally for sponsorship on many NBC stations where the program is carried.

World News Roundup offers advertisers regular listeners . . . alert listeners. When you want those listeners to associate your local advertising with the excitement and prestige of NBC's global reports—phone, write or wire NBC, New York for details.

World News Roundup

—is an NBC Co-operative Program

America's No. 1 Network

the National Broadcasting Company

A service of Radio Corporation of America

SALES CLIMB TOO

with

JIM GIBBONS

on the old

"TOWN CLOCK"

7 to 9 A.M.

MONDAY thru SATURDAY

Minute participations in this popular program carry a powerful sales wallop—so much so that there's seldom an availability open. Early reservations are advised. Call WMAL or ABC Spot Sales.

WMAL

5000 WATTS 630 K.C.
BASIC ABC NETWORK

WASHINGTON 5, D. C.

AGENCIES

BEN L. MOYER, who has been with Ruthrauff & Ryan for the past nine years, has been named media manager.

NORMAN J. D'ESTERRE Jr., formerly with Newell-Emmett, New York, has joined R & R as space buyer in the media department.

WILLIAM F. (Frank) SCHNEIDER, former assistant advertising manager of Paramount Pictures, has joined Donahue & Co., New York, as assistant to Lloyd Seidman, vice president in charge of local theatre department.

ARTHUR J. DALY, formerly Hollywood manager of Peck Adv., has joined Rogers & Smith Adv., Los Angeles, as account executive.

IRWIN-McHUGH Adv., new Hollywood agency has opened offices at 6700 Sunset Blvd. Telephone is Hollywood 2277. Firm is headed by **GEORGE W. IRWIN** and **PHIL D. McHUGH,** formerly account executives of Robert F. Dennis Inc., that city. **RICHARD MOHR** is copy chief. **JOHN L. BECKNELL,** formerly of Allied Adv. Agencies, is art and layout director. **BEA STEFFY** is layout artist. Accounts include Washington Motors (new, used cars); Budget Finance Corp., (loans); Beverly Hills Ford Co., (new cars); Harris & Frank (men's furnishings).

DAVID FENWICK, vice-president of Dunn-Fenwick & Co., Los Angeles, has been made chairman of information committee, Los Angeles Memorial Cancer Hospital Campaign.

ELLIOTT E. POTTER, manager of advertising service, Young & Rubicam, Hollywood, has been elected vice-chairman of Southern California Chapter, AAAA.

ESTHER MYERS, former copy writer at Hillman-Shane, Los Angeles, has joined A. M. Sneider & Co., New York, as copy chief.

ANN STELL, former assistant production manager at Seidel Advertising, New York, has been appointed spacebuyer at the agency.

GERTRUDE KOEHRING, formerly with the copy department at William Esty & Co., New York, has joined Robert W. Orr & Assocs., New York, in same capacity.

NATE TUFTS, West Coast manager of W. Earl Bothwell Adv. is in Pittsburgh for home office conferences and will contact New York agency clients before returning to Hollywood.

A NEW industrial division for the West Coast area has been created in the Los Angeles office of Dorland Inc. **ROY F. IRVIN** has joined Dorland as manager of the division which is already in operation serving seven clients.

B. B. RANSON 3d, former account executive at Cecil & Presbrey, New York, and Ruthrauff & Ryan, has joined Ralph H. Jones Co., New York, in the same capacity.

TERRY HAYWARD, formerly of Young & Rubicam Inc. Bureau of Industrial Services, Hollywood, has joined John F. Whitehead & Assoc., Los Angeles agency, to handle public information on accounts.

HENRY T. STANTON, senior vice-president in charge of Western operations for J. Walter Thompson Co., Chicago, arrives in Los Angeles June 26 for conference with agency excutives in that city and San Francisco.

HARRY WOODWORTH, formerly with Erwin Wasey, Minneapolis, and recently with BBDO New York, has joined the Chicago office of Compton Adv. He will be agency producer of "Welcome Travelers" which starts on the air June 30.

SCHACTER, FAIN & LENT, New York, has incorporated and at the same time changed its name to Schacter & Fain Inc. Mr. Lent has not been associated with the agency for some time.

JOSEPH C. LIEB, former account executive at BBDO New York, and prior to that a major in the U. S. Army, where he served in the public relations division of the War Dept., has joined Kastor, Farrell, Chesley & Clifford, New York, as account executive.

JACK R. LITTLE and **FORD SIBLEY,** account executives of Foote, Cone & Belding, Los Angeles, have been elected vice-presidents of the agency. Mr. Little continues account executive on All-Year Club of Southern Calif., Salisbury Motors Inc., Northrop Aircraft; Cole of California and California Apparel Creators. Mr. Sibley handles Lockheed Aircraft Corp. and Purex Corp. accounts.

MARVIN YOUNG, who was chief of entertainment branch for War Dept. of entertainment activities of Army during the war, and prior to that assistant program manager western division of NBC, has been appointed Hollywood radio office manager of Ruthrauff & Ryan.

LEONARD FEATHER, music critic, and **HAL HALPERN,** former associate director of special events and publicity for WNEW New York, have joined Louis G. Cowan Inc., to work on the Tommy Dorsey record m.c. show beginning Sept. 8.

MARTIN WORK, supervisor of Hollywood radio production for Young & Rubicam Inc., in late June shifts to New York home office for two months.

Heads New Firm

CHARLES J. BASCH Jr., of Basch Radio & Television Productions, is president and sales manager of Television Pics, for which incorporation papers have been filed. Firm plans to produce film commercials for television and film programs, both custom built and syndicated. Other officers of firm include Frances Scott, vice president in charge of script and programming; Charles Miller, secretary and production supervisor; Clarence Schmidt, treasurer and technical supervisor. Sales offices are located at 17 E. 45th St., New York, studios at 339 E. 48th St.

MERLIN HAAG, a radio broadcasting engineer for 23 years, has been named chief engineer for the FM station KONG, now under construction for the Alameda Times-Star at Alameda, Calif.

Ted Steele Is Appointed Radio Director of B & B

TED STEELE, vice president and manager of the radio department of Benton & Bowles, New York, effective July 1 will become vice president and radio director of the agency, taking over some of duties of Walter Craig, vice president in charge of radio for the agency, so that the latter may have a wider opportunity for client contact and program supervision. Mr. Steele will be in charge of all directors and producers at the agency as well as handling program production, script editing, casting, etc. George Kern, time buyer of the agency, simultaneously will be named business manager of the radio department. He will retain his time buying duties. Natalie Newberry, who has been in the radio traffic department, will be named head of that department.

Mr. Steele

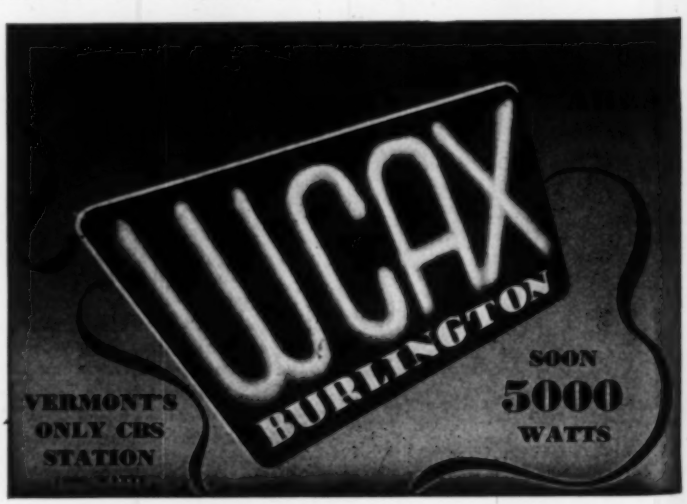
TECHNICAL

JAMES L. MIDDLEBROOKS, chief facilities engineer for the general engineering department of ABC, returned to New York last week from conferences in San Francisco with **A. E. EVANS,** engineering manager of KGO. They discussed plans for the construction of KGO's 50,000 w transmitter.

KVOA Tucson technical staff has formed a new club, "The KVOA Radio Amateurs Club," to be devoted exclusively to the technical advancement of amateur radio. Ray Holsclaw, KVOA chief engineer, has been appointed trustee, and all charter members are KVOA technicians. Membership is open to all licensed amateurs in Tucson area.

OMAR McKIM, former recording engineer for National Academy of Broadcasting, Washington, and KPRO Riverside, Calif., has joined WOOK Silver Spring, Md. engineering staff.

BETTY LOU MEINKIN, secretary in engineering department of NBC Central Division, has been named secretary to Howard Luttgens, chief engineer, **MARY LOU BRENNAN,** stenographer, replaces her.



SPONSORS

ARDEN FARMS, Los Angeles (West Coast dairy product distributors), on June 16 started for 52 weeks, using an average total of 100 transcribed announcements weekly on 12 Southern California and Arizona stations. Summer campaign is to promote ice cream and milk. Station list includes KNX KFI KECA KFAC KLAC KFWB KARM KPRO KVOA KPHO KPHR. Firm is also using heavy year round spot campaign on stations in Oregon and Washington. Agency is Allied Adv. Agencies, Los Angeles.

BI-ON PRODUCTS Inc., Los Angeles (tooth-powder, mouth wash), in a test campaign on July 14 starts thrice weekly participation in "Star Gazing" with Frances Scully on KECA Hollywood. Agency is the Mayer Co., Los Angeles.

PAUL W. TROUSDALE & Assoc., Los Angeles (home builders), new to radio, to promote "model home" and sales of houses at newly opened Westdale subdivision, has started using a total of 25 week-end spot announcements on KHJ KNX KMPC KLAC KFAC. With radio time estimated at $800 weekly, firm attracted 5,000 persons during first week-end of campaign and sold 14 homes at $14,000 each. Agency is Robert F. Dennis Inc., Los Angeles.

MANALIS FURNITURE Co., Los Angeles (retail), on June 16 started for 52 weeks sponsoring five weekly quarter hour participation in record-chatter program, "That Feller McKellar" on KECA. Agency is Alvin Wilder Adv., Los Angeles.

SOUTHERN CALIFORNIA Citrus Foods, Redlands, Calif. (Real Gold orange base), on June 30 starts for 13 weeks, daily participation in "Treasure Chest" on WKRC Cincinnati. Radio in other markets is planned. Agency is J. Walter Thompson Co., Los Angeles.

THRIFTY DRUG Co., Los Angeles (chain), has renewed four programs on KECA Hollywood, for 52 weeks, effective June 24. Renewals include "Baukhage Talking" and "Ethel & Albert", five weekly ABC cooperative programs. Tom Harmon replaces Sid Ziff on daily sports program, and five weekly transcribed "Lightin' Jim." Firm also sponsors weekly "Avenger" on that station. Agency is Milton Weinberg Adv. Co., Los Angeles.

SAFEWAY STORES, Inc., San Francisco (Wakefield Coffee) on June 30 starts sponsorship of "Bob and Victoria" quarter hour, twice weekly for 52 weeks on KPO San Francisco. Agency is Ruthrauff & Ryan, same city.

MICHIGAN CHEMICAL Co. (Peat-Master Insecticide), on May 1 started for 16 weeks, two weekly participations on Woman's Magazine of the Air on KPO San Francisco. Agency is Ally and Richards, New York.

REXALL DRUG Co., Los Angeles, which is sponsoring both the 7:30 a.m. and 12:45 p.m. news periods on WCOP Boston, has added the 6:15 p.m. newscast to its WCOP schedule. Monday-Friday for Liggett's. Contracts are for 52 weeks.

NEW ENGLAND CONFECTIONERY Co., Cambridge, Mass. (Necco candies), has signed with Yankee Network for 52-week series of transcribed station breaks and one-minute announcements. Schedule calls for four announcements daily on WNAC WEAN WICC WAAB WONS WMTW. Agency, La Roche & Ellis, New York.

SHEDD-BARTUSH FOODS, Detroit (Keyko Margarine), has renewed its one-minute participation in the 8-8:10 a.m. Mon., Wed., Fri. editions of Yankee Network "News Service." Contract is for 26 weeks. Agency, Zimmer-Keller Inc., Detroit.

SHEARTON Corp., Boston (hotels), has signed 52-week contract with WNAC Boston for a series of one-minute announcements, Mon., Tue., Wed., 6:43 p.m. Agency, Arthur W. Lampson Co., Boston.

ARIZONA MACHINERY Co., new distributor for Caterpillar, John Deere and associated lines of heavy equipment, in Arizona and northeastern Sonora, Mexico, has appointed Advertising Counselors of Arizona, Phoenix, to handle advertising. Radio will be used.

STANDARD BRANDS has appointed New York office of Dancer-Fitzgerald-Sample to handle advertising for V-8 Vegetable Juice, V-8 Catsup and Saratoga Pork and Beans, effective Sept. 1.

METROPOLITAN LIFE INS. Co., New York on May 19 renewed for 13 weeks its twice weekly quarter hour newscasts on KPO San Francisco. Agency is Young & Rubicam, New York.

JACKSON FURNITURE Co., Oakland, Calif. on June 17 started sponsorship of the transcribed half hour dramatic series, "My Favorite Story" starring Ronald Colman, on KPO San Francisco. Agency is Pacific Adv., Oakland, Calif.

WWDC Teaser

EXTENSIVE teaser campaign of WWDC Washington reached a climax last week in boosting introduction of new morning man, Milton Q. Ford, formerly with WBIR Knoxville, Tenn., who joined the station today (June 23). Throughout the past week daily teaser telegrams were sent to the trade leading up to identification of the new personality, to be billed as the "Capital Crackpot." In addition station employed newspaper and station break promotion. Last Thursday WWDC staged informal party for the press at the Presidential Room of Washington National Airport to greet Mr. Ford upon his arrival.

KATE SMITH GIVEN BIG WELCOME BY WOR-MBS

AN INTENSIVE campaign to welcome Kate Smith to WOR New York today (June 23) was carried on by the station last week, with station artists promoting her new show and in some cases interviewing Miss Smith. Ted Collins was scheduled for an interview with Stan Lomax, and Miss Smith was scheduled to appear on George Carson Putnam's *News on the Human Side*, as well as other shows.

Sylvan Levin, WOR director of music, composed a special Kate Smith overture, arranged from a selection of her favorite music, and presented it on June 22 on *The Mutual Music Show*. Earlier that day, at 9:15 a. m., Miss Smith delivered the churchman's *Sermon of the Week*, a weekly WOR program. Station-break spots featuring Miss Smith were carried on the station last week and were scheduled for today also.

A full-page advertisement was to appear in the June 23 edition of the *New York Herald-Tribune*. In addition, all morning and afternoon newspapers in New York same day were scheduled to carry a one-column, 60-line advertisement for *Kate Smith Speaks*. Additional promotion and advertising plans include using a four-sheet poster on approximately 500 Railway Express trucks in New York, and elevator cards in WOR-Mutual Bldg.

The campaign was prepared by a special committee headed by Joseph Creamer, WOR director of advertising promotion, which included Mary Kenney, promotion department staff writer; Gene King, program operations manager; Richard Pack, director of publicity, and Robert Blake, assistant to Mr. Pack.

Kalb Writes Column

BOB KALB, New York Bureau Manager of Transradio Press, is writing a daily Broadway-Hollywood radio column titled *Transradio Stargazer* which started June 16. The column carries Mr. Kalb's byline and devotes major space to activities of stage, screen and radio personalities. The new feature is included in the regular Transradio Press Service.

TV As Olympics Lure

TELEVISION, which was a major influence in the selection of the location of the Republican National Convention in 1948, may play a similar role in determining the site of the 1951 Olympic Games. Before the "Olympics for 1951 to Detroit" committee sailed for Sweden last week it asked ABC for a print of the film of the city's automotive golden jubilee which the network made for television purposes last year.

...and it's aired twice--for one price!

The lady could be from Dallas or Fort Worth—in either case she's a part of a billion dollars worth of buying income.

That's why KFJZ and WRR are providing you with a means to strike hard into both of these markets at once. That's why you can schedule your broadcasts at simultaneous or separate hours over both stations—for one price!

Give your sales load a double heave with this powerful, economical combination—it will only cost you once!

TEXAS' BEST RADIO BUY
WRR DALLAS — KFJZ FT. WORTH
TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED AND COMPANY
NEW YORK · DETROIT
SAN FRANCISCO · CHICAGO
BOSTON · ATLANTA
HOLLYWOOD

SELLS MORE Plus
KFRE
FRESNO
ask Avery-Knodel
ROOMAN RADIO STATIONS: KFRE·KRFM·FRESNO – KERO·BAKERSFIELD

IN LISTENERS... In Western New York they have the WHAM listening habit. WHAM programs are tops in audience preference.

●

IN COVERAGE... WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market . . . *43 county coverage.*

●

IN AUDIENCE BUYING POWER . . . WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous homeowners with money to spend.

Write for your copy of

WHAM
MARKET DATA

WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

WORLD SEES TRIBUNE'S PAGE 1

Chicago Daily Flashes Facsimile of Its Centennial Edition Around the Globe

THE CHICAGO TRIBUNE, one of the pioneers in the transmission of pictorial and printed material via radio, was able to flash a facsimile of its centennial edition's front page to newspapers around the world June 10 by employing radio and other methods of transmission.

People in this country as well as in Alaska and Hawaii and 41 foreign nations, read the *Tribune's* 100th anniversary page 1. Combined services of press associations, news photo services and airline companies helped to make this possible.

After photographing and printing copies in its own editorial offices, the *Tribune* distributed them to both Acme News Pictures and AP Wirephotos, which put them on their domestic circuits in time to be used for morning papers throughout the country on the day of centennial.

The *Tribune* broadcast one of the first facsimile news editions ever sent out over the air May 11, 1946, utilizing wartime-developed FM techniques. Demonstration of facsimile device was given in Tribune Tower June 8 at the centennial reception.

NBC Chicago Is Planning To Broadcast Handicaps

NBC Chicago will broadcast six top handicaps at Arlington and Washington Park race tracks this season, with Sportscaster Clem McCarthy at the microphone. Opening broadcast will be that of $35,000 Arlington Futurity July 12 from 5-5:15 p.m. (CDST).

Other racing features scheduled are: $50,000 Arlington Handicap, July 19; the $60,000 Arlington Classic, July 26; the $35,000 Washington Park Futurity, August 16; the $60,000 American Derby at Washington Park, August 23, and the Washington Park Handicap, Sept. 1.

Emerson Profit

CONSOLIDATED NET profit of $1,131,466.33, equal to $2.83 a share, was reported by Emerson Radio and Phonograph Corp., New York, and subsidiaries for the 26-week period ended May 3, 1947, after providing $500,000 as an inventory reserve and $839,346.70 for Federal income taxes. For the period ended May 4, 1946, consolidated net profit, after provision of $230,633.92 for income and excess profits taxes, amounted to $343,-909.06, equal to 85c a share.

Reptile King

JIM DICKENS, KFJB Marshalltown, Iowa, chief engineer, thought he'd had enough trouble when flash floods made a veritable lake of the area surrounding station's transmitter house and tower two and a half miles from Marshalltown and covered the only road leading to the transmitter with five feet of water. But the morning of Friday, the 13th, brought an unhappy discovery — snakes were seeking refuge in the transmitter house. Mr. Dickens, a former Kentucky hills boy and a crack shot with a rifle, brought out the artillery—a 22-calibre rifle—and by 6 p. m. had disposed of 17 of the reptiles.

TELECAST AT PRINCETON IS STEP TOWARD NET

ANOTHER STEP in the development of television networks was made June 17 with NBC's telecast of the commencement exercises of Princeton. For the first time a video program originating south of New York was beamed to that city via the new Philco microwave radio relay system which heretofore has been used solely for the transmission to Philadelphia of programs originating in New York.

Program, including several shots of President Truman, chief speaker at the ceremony, was televised on the Princeton campus by an NBC three-camera mobile unit. From the campus the signal was beamed by microwave to the Philco relay station at Mt. Rose, N. J., five miles from the university. From Mt. Rose the video signals were sent two ways, north to New York for broadcast by WNBT (NBC), south to Philadelphia for airing by WPTZ (Philco). From New York the program was fed via AT&T's coaxial cable to Washington, where it was broadcast by NBC's new video station WNBW, which will receive its formal dedication on June 27.

News

FRANK LaTOURETTE, ABC Western Division news and special events manager, has transferred from San Francisco to Los Angeles. Move centers all network's Western department heads in Hollywood area. **VICTOR REED,** member of the KGO San Francisco (ABC) news staff, has filled Mr. LaTourette's position in San Francisco as head of KGO news and special events.

FRANK C. BALMERT, former announcer and farm editor of WPAY Portsmouth, Ohio, has returned to the station as member of news, sports and special events staff.

BRUCE PALMER, news director of WKY Oklahoma City, began his second tour of ten Oklahoma cities June 16 to originate "The Oklahoma Front Page," his daily show on state news. His broadcasts from editorial offices of a local newspaper in each city features an interview with the editor plus a verbal picture of the city.

DICK SMITH, news bureau chief of KMAC-KISS San Antonio, has been appointed UP correspondent for San Antonio.

SAM SLOAN III, WOAI San Antonio news reporter, has accepted a captain's commission in the U. S. Army. **RAY BRIED,** former WOAI newsman, has rejoined the staff as his replacement.

CEDRIC FOSTER, Yankee-Mutual network commentator, is on a tour of the country, visiting New York, Texas, Missouri, Illinois, Michigan and Colorado, to speak at civic clubs and colleges.

HENRY J. TAYLOR, MBS commentator, sailed for Europe on June 18 and on June 20 began a series of 23 broadcasts from overseas. Mr. Taylor will originate his MBS Monday and Friday programs, 7:30-7:45 p.m., from London, Paris, Rome, Berlin, Athens and other cities, reporting their economic, social and political conditions. His sponsor is General Motors Corp.

JOHN A. MORRISON Jr. has joined the news staff of WFIL and WFIL-FM Philadelphia. A graduate of U. of Pennsylvania, he was program director of the campus radio station, WXPN. He worked in the WDAS Philadelphia program department before joining WFIL.

CLIFTON UTLEY, NBC Chicago newsman, will substitute for **H. V. KALTENBORN,** Mondays through Fridays, 7:45-8 p.m. on NBC Sept. 1 through 12, while the latter is on a six-week round-the-world trip. The network previously announced that Mr. Utley would alternate with Washington Commentator Richard Harkness during the period.

FIORELLO LaGUARDIA, ex-New York Mayor, was granted leave from New York's Mount Sinai Hospital June 16 to make his regular weekly broadcast over WJZ New York. He is undergoing treatment for a diabetic condition and will be hospitalized for an indefinite period. During his absence from the air guest commentators will substitute for him on WJZ.

ANDREW COWAN, producer in London, England, office of CBC, is the father of a girl.

Atlanta's Most Modern Station
WBGE
Atlanta's Only 24 Hour Station
Studios and General Offices
Georgian Terrace Hotel
Mike Benton, Pres. Maurice Coleman, Gen. Mgr.
General Broadcasting Company

WNEW 'Horse Trades' for Promotion

New York Station Uses Reciprocal Plugs For Air Time

BRIGHT and brassy WNEW New York, one of the slickest of the city slicker stations, has adopted the ancient technique of the horse trade for its own promotion. The technique is reported to be paying off at the rate of a billion and a half listener impressions per year.

A revitalized promotional campaign was undertaken by the station last Jan. 1, under the direction of Jack V. B. Sullivan, promotion director. Mr. Sullivan's problem was to place WNEW's name in space the station could not afford to buy.

His solution: Trade time for space. The trading is now as spirited as a horse auction.

Mr. Sullivan pays for advertising and promotional space in newspapers, theatres, transit lines and laundry tags with time on the air —allocated at card rates. The list of media cooperating in the enterprise is impressive.

Reciprocal Arrangement

With the New York *Journal-American*, WNEW has a reciprocal arrangement in a feature, "Talking Picture Story," which the *Journal-American* runs each Saturday. Readers of the newspaper's feature must listen to a WNEW program the next day to learn the full story, and children may color the *Journal's* pictures and submit them in a weekly contest whose winners are announced on the WNEW show. The *Journal* tells readers to listen to WNEW, and WNEW tells listeners to read the *Journal*.

The same paper's column is similarly coordinated with a stamp news program broadcast Sundays by WNEW; and each promotes the other. *Journal-American* delivery trucks have carried panels advertising its own stamp columns and the WNEW program.

As payment for space in the *Journal-American*, WNEW allocates six quarter-hours each week of the Martin Block record show to the paper.

One of the bus card promotion cards.

For some time WNEW has been placing car cards in Fifth Avenue buses and the bus company has been accumulating time credit with the station for a future program.

The station has deals with two theatre chains—the Century Circuit of 37 houses and the Embassy Newsreel's seven houses—for one-minute movie trailers which plug WNEW and the shows which each of the chains has on the station. The Century Circuit has a half-hour Sunday program, *Show Business*, and Embassy Newsreel Theatres are given two spot announcements per day plus a 15-minute news program, *You Decide*.

WNEW gives spot announcements to Macfadden Publications in exchange for regular "editorial" space in *Photoplay* and *Radio Mirror* which print stories about the station as provided by the station.

The Brunswick Laundry in Jersey City, said to be the largest home-delivery laundry in the nation, prints plugs for WNEW on 25,000 bundles it delivers each week.

A stuffer included in monthly bills sent to consumers by the Brooklyn Gas Co. contains a WNEW program report, all because the station guarantees to broadcast emergency announcements to the company's crews.

In the *Civil Service Leader*, a publication distributed among most New York municipal workers, the station's *Career Quiz* program is regularly promoted.

The *Saturday Review of Literature* devoted a full page to WNEW's *Let's Balance the Books*, a literary program.

The Greeting Card Industry agreed to supply two special birthday cards to WNEW in exchange for mention of the usefulness of greeting cards on *Children's Playhouse*.

The station additionally buys car cards on the Long Island Railroad, Queens bus and trolley lines, and in the fleet of Parmalee cabs, the biggest group in New York.

Mr. Sullivan estimates that through this vigorous promotion a billion and a half people are exposed to WNEW advertising each year.

Good Deal

WHEN plums out of season were wanted by a hospitalized young veteran of service in Japan, WOAI San Antonio came to the rescue. Sam E. Dean, critically ill in Brooke General Army Hospital said nothing but fresh plums would taste good to him. His mother called WOAI, and News Editor Henry Howell aired an announcement on his 12:15 "Market Reports." Plums were rushed immediately to the young veteran from listeners in Somerset and Victoria, nearby Texas towns.

PAT RYAN, WKY Oklahoma City sports director, has announced winners in his Pat Ryan Sports Contest. Two round trip tickets to the Oklahoma A. & M.-Temple U. game in Philadelphia went to an 11-year-old boy who picked the leading teams in the American, National and Texas leagues as of June 1 and estimated the percentages as of that date.

In Best Tradition

THE STAFF of WGKV Charleston, W. Va., really believes in the old saying, "the show must go on," or so it appeared on June 2 when a shorted transformer cut off part of Charleston's power supply, including the WGKV studios. Acting quickly, the station whisked an engineer and a member of the production staff out to its transmitter on Coal Branch Heights and continued to operate with emergency facilities, losing only two minutes of broadcast time in the two hour period. To make the feat even more incredible, says the station, the production staff's only timepiece was a wrist watch, but they operated by the "seats of their pants and radio instincts," and were never over 10 seconds off.

SELLING IS AS SIMPLE AS

IN EASTERN NORTH CAROLINA

WRRF★
5000 WATTS, 930 KC
WASHINGTON, N. C.

★WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

Bright leaf tobacco is just one of the money crops in Eastern North Carolina, and last year's crop from this rich agricultural belt sold for $245,459,006.

Selling this "as good as gold" market is as simple as calling on the two stations of the Tar Heel Broadcasting System which serve this area. WRRF in Washington, N. C., and WRRZ in Clinton, N. C., have a primary daytime listening area of 31 counties with 922,353 population and 135,510 radio families.

These families listen to these regional Tar Heel stations, which in addition to outstanding local features carry the top programs of the ABC Network.

For speedy sales results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

IT'S A HABIT!

For 20 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

N. Y. Council

(*Continued from page 63*)

public relations tool for broadcasters.

New York broadcasters at the meeting expressed the feeling that while the plan might be effective in smaller cities, it would not work in New York, where there are more than 20 radio stations and hundreds of public service organizations. Other objections were that by supporting a council the broadcasters would be subsidizing their critics who would be strengthened by being combined under a single aegis, that the proposed budget is far too small to work in a city the size of New York, that the council would encourage more requests for free time and that it would be construed as an invitation for the public to tell the broadcasters how to run their business.

Luncheon group spokesmen stressed the lack of authority of many of its members to speak for their stations and the informality of the luncheon meetings, which make no motions, adopt no resolutions, merely discuss matters of general interest. "The New York broadcasters have not officially rejected the council idea" one of them said. "A group of station executives have merely discussed it."

Luncheon attendance included: Rod Erickson, WOR; John Hade, WJZ; James Gaines, John McFadden, WNBC; Richard Swift, Gordon Grahame, Henry Untermeyer, WCBS; Jerry Danzig, WINS; Arnold Hartley, WOV; Ted Cott, WNEW; Eleanor Sanger, John Hayes, WQXR; Charles Baltin, WHOM; Clifford Evans, WLIB; Leon Goldstein, WMCA; Seymour Segal, WNYC; Sam Slater, BBC.

NEW RUBBER LATEX make-up is being used by Artist Richard Smith, making up an actor who impersonated Abraham Lincoln on a television broadcast by WNBT New York. The bust of Lincoln on the table (at left) was made by Mr. Smith as a model. The make-up artist applies moulage—casting material—and from it makes a mould of the actor's face, then adds the necessary parts of latex to build up the actor's face to resemble Lincoln. In the picture at right, Mr. Smith is applying final touches to the make-up complete even to the mole.

KPAC, PORT ARTHUR, TEXAS offers

. . . Fulton Lewis, jr., one of the best known and highest rated commentators in the business. Now available for your exclusive sponsorship over KPAC, located in the very heart of Texas' rich industrial area, where 1946 BMB reports an increase in radio homes of *over* 96,000! We sincerely believe that Mr. Lewis, who has been called "The Greatest Reporter alive today," is one of the best radio buys on the market.

★ FULTON LEWIS JR

America's Foremost Commentator on National Affairs

MONDAY thru FRIDAY 6:00-6:15 P.M. CST

For full information on ratings, cost, etc., wire or call

KPAC

Phone 7458 Port Arthur, Texas

They Say...

"WE MUST give authority and standing to the social sciences. When this is accomplished, we must accept the advice and counsel of the social scientist as readily as industrial management accepts the advice and counsel of the physical scientist. In this manner, and only in this manner, may we expect to bring about a higher order of human behavior."

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs, speaking June 2 before the graduating class of the U. of W. Va.

* * *

"WILL RADIO ever develop its own valid literature? . . . Radio might go the Hollywood road to fatuity and never produce anything "valid" at all. At the other extreme it might be argued that radio will be the only literature of the future, that the present age of universal literacy is only a passing phase, that in a generation or two reading and writing will be dead. . . . I do not believe that either of these things will happen or that there is any need, or any room, for a separate radio literature. . . . I do believe that the effect of radio on literature generally will be as profound, if almost as slow, as the effect of the printing press."

Richard Hughes, writing in the Virginia Quarterly Review.

* * *

"WE CAN BE ASSURED of pleasant, successful station relations if our local representatives observe the following policies: Work closely with the station at all times; act judiciously in using time allotted; ask for time based on the real merit of the program we are offering rather than simply attempting to 'get on the air'; remember that the station has other important calls for time besides our own; refrain from using the negative approach of pressure tactics or personal influence to achieve our goal, however important it may seem to us; show appreciation for all assistance received, however great or small."

B. Walter Huffington, chief of the radio section of American Red Cross national headquarters, Washington, D. C., in a talk on "Local Broadcasting by National Organizations" at the Institute for Education by Radio, Columbus, Ohio.

STUDENTS at the U. of Tulsa are now operating the campus FM station, KWGS. Prof. Ben Henneke, formerly with KVOO Tulsa, is manager; Prof. Ellsworth Chunn, formerly with KPRC Houston, is news editor. Remainder of staff are students.

"Since WFDF Flint got all those new accounts we've been unusually busy."

DINERS AT HEADTABLE during RMA convention banquet in Chicago June 12 included (l to r): David Sarnoff, RCA president; Leslie F. Muter, Muter Co., RMA treasurer and convention chairman; Max F. Balcolm, Sylvania Electric Products, new RMA president; John W. VanAllen, general counsel.

ADVERTISING EXECUTIVES of RMA discussed set promotion plans at RMA Chicago convention. Executives are (l to r): Stanley H. Manson, Stromberg-Carlson Co., chairman of "Radio in Every Room" Committee; John Garceau, Farnsworth Television & Radio Corp., chairman of RMA Advertising Committee; Fred Eldean, head of Fred Eldean Org., handling set drive.

Revere May Expand

REVERE Copper & Brass, New York, sponsor of *Exploring the Unknown* on MBS, for its copper and brass products, is contemplating sponsoring a daytime quarter-hour five times weekly program in the fall to promote its cooking utensils. Company has contracted for *Exploring the Unknown* until Sept. 1 but may renew the program for 13 weeks beyond that. Meanwhile, if they decide to use the daytime serial it would probably begin around Jan. 1, 1948. The agency is St. George & Keyes, New York.

EIGHT-WEEK summer course in radio will be offered by State College of Washington to non-freshman classes.

KFXJ

Announces the appointment of the

Hal Holman Co.

as representatives for the areas of New York and Chicago

WESTERN SLOPE BROADCASTING CO.

the pioneer VOICE OF WESTERN COLORADO at GRAND JUNCTION

LIBERTY LOAN CORP. HAS NEW SPOT SERIES

LIBERTY LOAN Corp., Chicago, June 9 embarked on new dramatic spot campaign covering 13 stations in Michigan, Wisconsin, and Illinois. Format of new series will be based on theme that "Liberty Starts With A Loan" and will include one-minute biographical sketches based on the idea that many great personalities of history borrowed money to start with.

Series covers 22 sketches, transcribed for distribution, and will run indefinitely. Stations thus far announced: WJMS Ironwood, WMIQ Iron Mountain, WHLS Port Huron, WJIM Lansing (Michigan), WSAU Wausau, WMAM Marinette, WTAQ Green Bay (Wisconsin), WSBC Chicago.

Other five stations, all in Illinois area, have not been announced as yet. Plans call for expansion of series into 15 to 18 additional cities in Illinois, Maryland and Virginia.

Leis for Announcer

ENTOURAGE of movie faithful was on hand when William (Bill) Warren arrived in Honolou by plane to take up staff announcing duties at KULA, city's new 10-kw ABC outlet. Announcer Warren was much surprised, but soon learned that it all happened after word had gone out that Warren William, movie celebrity, was due. The reversal of first and last names failed to daunt the welcoming party, which bestowed upon Mr. Warren the customary leis.

New Members

NATIONAL COLLEGIATE Radio Guild initiated five northwest radio men into membership during 25th anniversary celebration of KWSC Pullman, Wash. Initiates include: Burke Ormsby, manager of KTBI Tacoma; R. O. Dunning, president of KHQ Spokane; W. W. Warren, program manager of KOMO Seattle; Loren B. Stone, manager of KIRO Seattle; Wallace Brazeal, vice president in charge of programming, KHQ Spokane.

James Named to Direct Lorillard Co. Advertising

ALDEN JAMES, former advertising representative of *This Week* Magazine, New York, for the past 12 years, and prior to that eastern manager of *The Atlantic Monthly*, has been appointed director of advertising for P. Lorillard Co., New York. Mr. James is author of the book, *Careers in Advertising*.

A graduate of Dartmouth College, Mr. James has also been associated with *House Beautiful* magazine. He has lectured in advertising at the Berkeley Business Schools in New York and New Jersey and at the advertising and selling course conducted by the New York Advertising Club.

TBA Proceedings

TELEVISION Broadcasters Assn. has published the proceedings of its second conference and exhibition, held last October 10-11 in New York. The 225-page volume, containing transcripts of all papers and complete reports of the luncheon and banquet sessions, is being sent without charge to all registrants at the meeting. Extra copies are available at $3 each from TBA headquarters, 500 Fifth Ave., New York. American Television Society has purchased copies for its membership in lieu of issuing a yearbook as it did in 1946.

COMMERCIAL

EMERSON SMITH, program director of KDYL Salt Lake City, has been named account executive in KDYL commercial department. **TOM CAFFERTY**, former chief announcer with WGN Chicago, is his successor as program director.

ARTHUR GERBEL Jr., commercial manager of KJR Seattle, has been elected to U. of Washington Alumni Assn. board of trustees to serve for a three year term.

Mr. Gerbel

EMMA MAE STEWART, member of KYW Philadelphia accounting department for the past nine years, has resigned to move to Chicago. **MARGARET GLEASON** is her replacement.

HAL DAVIS, announcer of KCMJ Palm Springs, Cal., has become account executive, replacing **JACK DONAHUE** who resigned to enter Los Angeles agency field.

FRANCES HALL, traffic manager of KFWB Hollywood for 14 years, has been made an account executive. **DOROTHY MICHELS** takes over as traffic manager with **BETTIE BARNES** assistant.

HARVY McCALL Jr. and **ARTHUR C. SCHOFIELD**, sales and sales promotion managers respectively, of KYW Philadelphia, were guests at the 70th annual convention of the Pennsylvania Pharmaceutical Assn., meeting in Atlantic City. Mr. Schofield addressed the meeting on "How a Druggist Can Profit by Radio Advertising."

PERRY KEATS, formerly in advertising department of Procter & Gamble Co., Cincinnati, has joined KSRO Santa Rosa, Calif., as account executive.

WEMP *Moves* AHEAD!

For eleven years WEMP has served the 225,900 families in its primary area. We have won a lot of well-earned laurels and are daily adding new ones.

New Programs do it . . .

We have created and sold many new local programs, such as "Breakfast with Bob," "Ladies' Choice" and "Listen, My Children."

Promotion Helps it . . .

We have added regular schedules in both Milwaukee newspapers—Dash Cards on the trolleys and busses—an attractive "WEMP Listener" magazine and a complete monthly separate Merchandiser to grocers and druggists.

Results Prove it . . .

Using fifteen minutes Monday through Friday, Milwaukee's Largest Dry Cleaner overwhelmed by results on two unusual tests. Using a five-minute newscast several times daily, an Oil Company conducts successful direct sale campaign. Largest Retail Shoe Store buys WEMP-developed juvenile program and finds new way to sell youngsters between ages four and ten.

Write WEMP or contact your Avery-Knodel salesman for more facts regarding the programs and promotion that produce results on WEMP.

Eleven years of serving Milwaukee—and moving ahead.

WEMP *Milwaukee*

Basic Station

AMERICAN BROADCASTING COMPANY

Hugh Boice, General Manager

NATIONAL REPRESENTATIVE: AVERY-KNODEL, INC.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

1ST IN JACKSONVILLE

BROADWAY BANDWAGON

With

CLAUDE TAYLOR

8:15 to 8:30 A. M.

HOOPERATING*

Claude Taylor and WJHP	Station A	Station B	Station C
7.3	1.8	3.2	6.1

*DECEMBER '46 THRU APRIL '47

FIRST IN JACKSONVILLE ON PART ONE OF BROADWAY BANDWAGON, CLAUDE TAYLOR IS ONE OF JACKSONVILLE'S OUTSTANDING DISC JOCKEYS! LET HIM SELL YOUR PRODUCT IN

Florida's Greatest Year-Round Market

WJHP

JACKSONVILLE, FLORIDA

5,000 WATTS MUTUAL

REPRESENTED NATIONALLY BY

John H. Perry Associates

NEW YORK CHICAGO PHILADELPHIA ATLANTA DETROIT

Radio-Minded Philco

(*Continued from page 17*)

rate that called for more sales action.

If there's one word that typifies Philco's merchandisers, it's action. Their sales and merchandising teams dream and eat action.

The greatly expanded postwar production program called for something big and new in merchandising—something that would have everybody talking about Philco. Even though the public was supposed to be standing in line to buy, Philco was interested in making sure they were in the right line—the Philco line.

Bing Was the Talk

That gave a cue. What were advertising people talking about? Around the agency and advertiser lunch tables, trade folk were talking about Bing Crosby. General Motors, Ford and Texaco were after Bing, who had been unhappy at Kraft.

Fast competition, but not too fast for Philco. In as many hours as it took Mr. Carmine and H. Pierson Mapes, Hutchins Adv. Co. vice president, to pack and arrange transportation, they were enroute to Hollywood.

The bidding was high, but Philco had more than price to offer. Philco wanted to reach every community in the country, for it had dealer outlets in every community. It wanted more coverage than any network could provide. It wanted to reach all these communities at the same local hour. The answer, it believed, could be found in a combination network and dealer cooperative campaign based on transcribed rendition.

Bing was a natural for Philco, which has phonograph turntables in 50% of its receiving sets, because more than 75,000,000 of Bing's records have been sold.

Other bidders were willing to let Bing fulfill his desire to do his broadcasting via transcriptions, except that they wanted him to do the first 13 weeks live. Philco was sold on the transcription idea, and didn't make any such demand. Furthermore Philco was glad to have Crosby Enterprises Inc. produce the whole package, and when Bing, Brother Everett and Lawyer John O'Melveny were offered a minimum guarantee of $22,500 a week for a show that would blanket the nation, it was a three-year deal.

Series of Meetings

Then was born what Philco claims is by far the biggest merchandising campaign in radio history. The Philco distribution organization, with its 134 distributors and 27,000 dealers, is an enthusiastic and integrated sales setup. To get every unit behind its campaign, a series of distributor meetings was held across the country last September. The entire Sales Dept. headed by Mr. Kennally and John M. Otter, now general sales manager, started a radio-station selling campaign.

To publicize the Crosby radio program, Philco released its first large-scale newspaper advertising since 1941. In the following weeks, newspaper advertising was widely used to advertise the program and feature the models that Bing advertised on the air. Magazine copy was also prepared and coordinated with this entire campaign. Philco has always used national magazines to promote the name and emphasize quality of its product.

Another program was added to the Crosby-*Breakfast Club* lineup. Burl Ives, ballad singer, was signed for a transcribed series over 340 Mutual stations.

By the night of Oct. 16, 1946, when Bing's first transcribed program took the air, the whole country was talking about it, and dealers were whooping it up in special newspaper copy. One local newspaper had 23 separate dealer advertisements announcing the program and mentioning the new models.

Rating Climbed

Nothing like the morning of Oct. 17 had ever been seen by Philco dealers, and they have seen their share of sales explosions. Crowds flocked in, asking to see new models and mentioning model numbers. The combined radio, newspaper and magazine promotion was the greatest ever to launch a new radio show.

Would it last? The Hooper on the opening night was 24, right in the top bracket. The figure soon settled to around 17 as expected until the public got accustomed to the Wednesday time and station. Once it dipped to 12.2, barely topping the minimum contract figure which would have given Philco the right to demand live rendition. Since then, the rating has been climbing steadily until it reached 25.8 a few weeks ago.

That Hooper figure isn't a criterion of the Crosby audience. Besides the full ABC network of some 225 stations, another 200 independents carry transcriptions with local commercials. Thus Bing is heard on more stations than any other performer, the largest group of stations ever to carry an entertainment broadcast.

Would it last? Ask any Philco distributor or dealer. They clamor for more Philcos, and still more Philcos. A frantic New Castle (Pa.) dealer jumped in his truck and drove 300 miles to the Philadelphia plant the day after a Crosby broadcast. (He had to be turned down—it is Philco policy to sell only to its distributors.)

"Sales results of the first four programs were the most sensational in the history of Philco Corp.," Mr. Carmine announced. "The Philco radio-phonograph models advertised on the four shows to date have been completely sold out early the next morning."

All this was not the result of big spending. Rather it was the fruit of the most careful kind of planning coupled with an ulcer-defying pace set by the merchandising and sales teams working under Philco's top officials—Larry E. Gubb, chairman of the board, and John Ballantyne, president. In the background with the figures is Philco's economist, Dr. Courtnay Pitt.

For every dollar of Philco sales to a distributor, the company sets aside 2½ cents to match distributor merchandising. For every dollar of sales to a dealer, the company matches merchandising ex-

TOP SALES DUO

IN CHARGE of Philco's sales are Thomas A. Kennally (l), sales vice president, and John M. Otter, general sales manager.

IT'S FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK *HEADLEY REED*

WFMJ

YOUNGSTOWN, OHIO

COMING SOON 5000 WATTS

pense up to a 10 cent total.

What happens? Philco's cooperative advertising money is spent where it gets results, in exact proportions to those results.

Sales Goals

This year Philco hopes to sell not only 3,000,000 radio and television receivers, but also 2½ times as many refrigerators as in 1941. Equally important, the high unit value of its radio sales continues to run much higher than those of the industry, thanks to a radio-built demand and a policy of "selling up".

With the aid of its integrated merchandising and radio campaigns the company is not worried about selling 3,000,000 sets. No competitor has outsold Philco since the two neophyte years of 1928 and 1929.

The use of transcriptions enables Philco to reach most radio listeners at the best listening time. In the East the program is heard at 10 on Wednesday evening. In other areas it is heard at 9, apparently on the theory that Easterners stay up later.

ABC thus splits its network into four sections by time zones—East, Midwest, Mountain, and West Coast. The independents get individual transcriptions, and local commercials are used on some of the network stations. Every Burl Ives program on Mutual has a local cut-in. All are heard at the time Philco selects, for the company closely supervises all cooperative advertising to keep it in line with the Philco formula.

Philco's three big radio shows with over 1,800 programs per week, plus its national and huge local dealer program keep Mr. Gilligan and his staff of merchandisers on the hum.

EDITOR'S NOTE: *This is the first of a series of two articles on Philco's use of radio. The next article, to appear July 7, will tell how Philco, the first sponsor to use radio on a big scale, became the biggest maker of radios and how the company plans to use Bing Crosby, "one of our biggest assets," to sell television and FM as well as AM sets.*

AS KWSC, 5-kw State College of Washington station, celebrated its 25th anniversary these five radio executives were initiated into National Collegiate Radio Guild, college honorary society for outstanding men and women in radio (l to r): Burk Ormsby, station manager of KTBI Tacoma, Wash.; R. O. Dunning, newly elected president and general manager of KHQ Spokane, Wash.; W. W. Warren, program manager of KOMO Seattle; Loren B. Stone, station manager of KIRO Seattle; Wally Brazael, vice president in charge of programming, KHQ.

VIDEO PACKAGE SERVICE STARTED IN NEW YORK

VIDEO Associates, New York, television packaging agency, has announced a new circulating program service designed for use especially by new television stations with limited budgets, equipment and staff. Called Tele-Pak, this shows-by-mail service provides tested video shows in complete production kit form, including marked master script, camera plot, ground plan, set specifications, timing chart, casting and rehearsal suggestions, plus a complete analysis of the program for the director, the company reported. When necessary, the package will also include visual materials and special props.

Describing Tele-Pak as "an interim service for the local station until network television is a reality," Philip Brodsky, firm's president, said that "although we can see the plan operating indefinitely under certain conditions, it is not intended to replace the much-talked of stock companies in television, for the days of national repertory groups are a long way off.

"Station production budgets do not (and can not at this time) include the high transportation costs of sets, props, casts, and directors from New York to Los Angeles—or even Chicago . . ."

A 13-week dramatic series and a 13-week series based on child care problems are already available in Tele-Pak form, with others in preparation.

KWSD Mt. Shasta, Calif. Now on Air With 250 w

KWSD, new 250-w Mt. Shasta, Calif., station on 1340 kc, started operating on June 12. Licensee is Shasta Cascade Broadcasting Corp., with Charles and Eva Adair, and Leo and Dorothy Coffenperry principal owners.

Arthur Adler is manager with David H. Rees chief engineer. Other staff personnel includes William J. Lohnes and Keith Furry, technician-announcers; John Pennington, chief announcer-news editor; William J. Walters, announcer; Patricia Kontos, public service director.

Owns 14.5%

WARREN H. BREWSTER, formerly with WMUR and WFEA Manchester, N. H., is 14.5% owner and president of Northern Broadcasting Corp., which has contracted to purchase WLNH Laconia, N. H., for $45,000. He was incorrectly identified as 5% owner in BROADCASTING, June 9. Elmer F. Blakey, vice president of the new firm headed by Mr. Brewster, holds 5% instead of 14.5% interest.

IMAGINARY SHOWERS

Hypnotist Demonstrates Skill For N. Y. Video Audience

A VIDEO show heralded as "what we believe is the first telecast of hypnotism in America" was presented early this month by WABD New York, the Du Mont station.

The hypnotist was Marsh Babbitt, a veteran stage performer. Five volunteer subjects in the WABD studios obediently performed like automatons in response to Mr. Babbitt's commands, to the extent of taking imaginary showers with soap and water which existed only through suggestion. The effect of the demonstration was lessened considerably by the fact that the subjects were already supposedly in a hypnotic state before the telecast began.

According to Mr. Babbitt precautions were taken to make sure that members of the television audience were not inadvertently hypnotized, as happened during a demonstration in England.

COUSIN KATEY says:

Dear Cousin:

Well, here I am just a sittin' in the hay sorta ruminatin' . . . (That's a four-syllable word that means 'loafing", Cousin.) Down here "Across The Alley From The Alamo" most folks are stayin' in the shade of their "Adobe Haciendas" . . . Course, here at KTSA we stay cool in our air-conditioned comfort. Y'know, Cuz, every time I hear some of the do-gooders talk about what's wrong with radio, I mightynear bust a surcingle. I've just about come to the conclusion that there's only one thing wrong with radio—people get too much fine entertainment for nothin'. That's what it is. Y'know what I wish? I wish I could control every radio station for just 48 hours, cousin. Y'know what I'd do? I'd take 'em all off the air for those 48 hours and cousin, I bet the do-gooders and the cranks and the self-made critics would sure be a-sayin' "My, how I miss all the good radio programs. Let's pass a law to make 'em come back on the air." Silly, isn't it. But true, too! Cousin George Johnson and Rex Preis say "howdy" and come see us. Tell all our friends up that-a-way when they need Texas, they need San Antonio, and when they need San Antonio, they need KTSA, the CBS outlet for South Texas. Ask any of our compadres at the Taylor - Howe - Snowden Radio Sales offices.

S'long now.

Love and Kisses,

Your Favorite Cousin
Katey Essey

KTSA
SAN ANTONIO
550 ON THE DIAL - 5000 WATTS Is.
AFFILIATED WITH
TAYLOR - HOWE - SNOWDEN Radio Sales
CBS LSC

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.
The Shreveport Times Station

Having trouble selling radio to department stores? Advertising managers are merchandise-minded . . . they're looking for programs geared for selling certain departments and age groups. That's where we can help you! We have a tested show for fall selling that's sure-fire—in fact, about 90% of the department stores we present it to—buy it! An inquiry will bring complete details. We are set up to work closely with your station in preparing a presentation that should result in a sale!

AL BUFFINGTON CO.

CREATORS OF THE FAMOUS
"QUIZ OF TWO CITIES"
2104 North Charles St.
Baltimore 18, Md.

SHOWS GEARED *FOR SELLING*

WTOP Washington is featuring Saturday morning quiz game program (10 a.m.) called "Let's Play Baseball." The regulation-size ball teams include nine boys on one side, nine girls on the other. Quiz questions are pulled from four glass bowls labeled "single," "double," "triple" and "home run." Each correct answer is a hit, which is shown on big, illustrated baseball diamond set up in front of studio audience. An incorrect answer is an out. Eddie Gallaher is m.c.

Trans-Mountain Project

CEREMONIES commemorating what is said to be first transmountain diversion of water in history will be aired by KLZ Denver today (June 23) at 2:30 p.m. direct from East portal of Alva B. Adams tunnel three miles above Estes Park, Col. Lowell Watts, KLZ farm reporter, will be m.c. Principal speaker will be J. A. Krug, Secretary of Interior. Project will provide water for 615,000 acres of land, plus 600 million kw power annually.

'Encore Echoes'

"ENCORE ECHOES," new 30-minute program built around great songs from light operas, Broadway hits and show favorites, was scheduled to start June 10 on WTMJ Milwaukee. Sponsored by First Wisconsin National Bank, it will be heard Tues., 6:30 p.m. Bruce Foote and Kathryn Oaks are featured soloists, and there is a 16-voice chorus.

Star Parents

PROMOTING the importance of traffic safety measures, Eddie Cantor, Jane Wyman, Ralph Edwards, Judy Canova, Jack Carson, John Beal and Hoagy Carmichael joined Bill Goodwin, chairman of the Motion Picture and Radio Committee of the National Safety Council in a special ABC broadcast "We Are Parents, Too," on June 19, 9:30 p.m.

National Security Speech

WNAC and Yankee-Mutual June 26 10:30-11 p.m. will present coast-to-coast broadcast featuring Dr. Karl T. Compton, Massachusetts Institute of Technology president, in talk on "A Program for National Security." Dr. Compton is chairman of the President's Advisory Commission on Universal Training, which recently made its report to President Truman.

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

PROGRAMS

Books Dramatization

WBZ-WBZA Boston-Springfield June 30 launches a new 13-week series of weekly programs designed to show development of civilization through dramatization of books of special interest to children. Titled "Books Bring Adventure," series is presented through cooperation of Division of Public Libraries, Massachusetts Dept. of Education; New England Committee on Radio in Education, and Round Table of Children's Librarians of Massachusetts Library Assn.

Walgreen Anniversary

WALGREEN DRUG Co., Chicago, June 19-20 sponsored transcribed full-hour program on 150 stations to celebrate 46th anniversary. Bob Hope was m.c., with Dennis Day, Cass Dailey, Groucho Marx and Art Linkletter.

Western Music Televised

WESTERN musical, "Coo Coo Ranch Show," has been started by WPTZ Philadelphia, Philco television station. Series is heard at 8:30 p.m. Thursdays. It is written and produced by Stewart-Jordan Adv. Agency, Philadelphia.

FLYING to Washington D. C., to do a program in Air Forces' new transcribed series to go out to 1,000 stations for Air Forces Day Aug. 1, Skitch Henderson, pianist and band leader, is greeted by Brig. Gen. Burton K. Hovey, commanding general of Bolling Field, and several other welcomers. L to r: Bill Faulkner, Capitol Records; Ted Alexander, WARL Arlington, Va., record m.c.; Mr. Henderson, Brig. Gen. Hovey; and three Washington record m.c.'s—Mike Hunnicutt, WWDC; Jim Gibbons, WMAL, and Eddie Gallaher, WTOP.

Montana Sports News

NEW 15-MINUTE ROUNDUP of Montana sports news by Nick Mariana, KXLK Great Falls play-by-play announcer and former scout for the Brooklyn Dodgers baseball club, has been launched on four Montana XL stations—KXLF Butte, KXLJ Helena, KXLQ Bozeman and KXLK. Sponsor is Sick's Brewery.

For the Kiddies

WITH DEBUT of "Mary Lou Sings," KYW Philadelphia has increased its Saturday morning children's programs to three. New program at 9:30 a.m. features Mary Lou Howard with songs and patter directed to children from 5 to 13. A 9 to 9:15 a.m. segment presents Roger Conant, zoo executive, and at 9:15 the station offers Stu Wayne with his "Tunes for Tiny Tots" aimed at children from 1 to 5.

Adult Series

WEEI Boston, CBS outlet, has scheduled weekly adult education programs planned by Lowell Institute Cooperative Broadcasting Council. Five stations now carry the programs, planned by Lowell Institute in cooperation with several colleges. WEEI series is titled "Crossroads of the Future," and covers Middle East problems.

Flying News

AVIATION news and music provides basic format of five weekly half hour evening program on KGFJ Hollywood. Interviews with aviation personalities, air developments and stories of airlines provide Paul Langford, program originator, with base of his material.

KYW Showcase

FOR SECOND successive year, KYW Philadelphia is showcasing its own talent to promote local and network programs in half-hour weekly "KYW Presents." When the station inaugurated programs last year as a summer replacement, it became the first local outlet to use its own facilities to display its wares. The station announces itself as sponsor. Commercials will follow the institutional line. Basic format includes Clarence Fuhrman and the KYW Orchestra, which will now have ten half-hour shows a week. With the orchestra will be Frank Coleman, tenor. Each week a different personality from the station's staff will appear.

Mystery Song Game

WTAG Worcester, Mass., has started "Yours for a Song," mystery song game with prizes. Eileen McGorty and Announcer Bob Adams are featured. Program is heard three times a week. On each program a name is picked at random from the phone directory, with a few bars of special music played. If a member of the family at the address can identify the song before the program ends, a prize is awarded. If not identified, the prize goes into a jackpot. Program includes shopping and beauty tips.

Broadcasts from Store

VERA CROFT, whose five-weekly "Homemakers' Correspondent" program (10:15 a.m) usually originates at KTUL Tulsa or KOMA Oklahoma City, did her first remote broadcast from a grocery store in Oklahoma's capital this month. Officers of Oklahoma Retail Grocers Assn., sponsor of program, were on hand to welcome her. Broadcast originated at Dwight Hagee's Grocery Store. Since program's inception Sept. 30 Mrs. Croft has broadcast at least once a month from one of the association's member stores.

WHO IS MARK SHEELER?

SEE CLASSIFIED SECTION

NEWSMAN IN ILLINOIS DEFENDS RADIO'S CASE

RADIO'S CASE for more freedom is defended by a midwestern newspaper man, Gomer Bath of the *Peoria* (Ill.) *Star*, in a recent editorial discussion of BROADCASTING'S poll which showed 80% of station managers in favor of a new radio law.

Contending that the industry's attempts at solving its own problems have not been successful thus far, Mr. Bath says, "Nevertheless, in the interests of freedom of radio, comparable with freedom of the press, we feel that public sympathy should be with the radio industry as against a federal bureau which is constantly assuming regulatory authority never given to it by Congress."

A few days later in a June 4 editorial the *Star* examined Columbia's new program, *CBS Views The Press*, and endorsed the idea behind it—up to a point. In view of FCC rulings against editorial expression, the paper wonders "why the bars have been let down to allow radio to criticize one subject only, the press." "Let CBS direct some criticism toward Federal Communications Commission, which limits freedom of speech by radio," says the *Star*, "and we shall more readily be convinced of radio's sincerity and courage."

Borden Starts Summer Promotion of Fountains

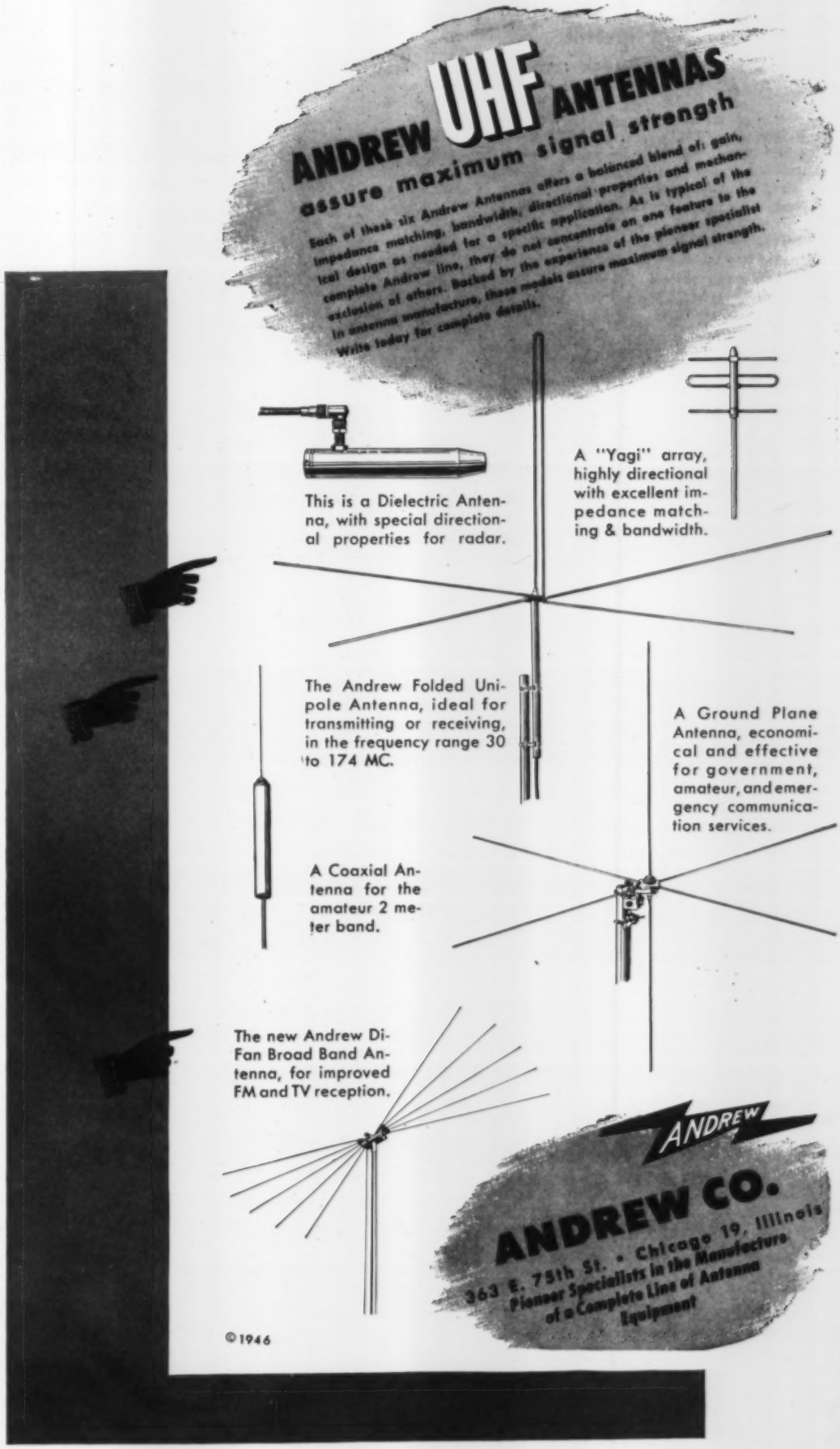
BORDEN Co., San Francisco, in summer campaign to promote "Four-Star Soda Fountains" in early June started weekly schedule of 91 transcribed jingle announcements on stations in Sacramento, Fresno and San Francisco.

Campaign is aimed at building dealer acceptance and good-will; as result, name of Borden is minimized and "Four Star Fountain" is focus. Spots feature drug fountains adhering to specified standards, including identical recipes and ingredients. Borden Co. supplies display material identifying subscribing stores at no cost save fact that each sells its brand of ice cream.

Firm in addition sponsors Glenn Hurlburt, blind pianist-composer, five times weekly on KFRC San Francisco, with transcribed versions on KFBK Sacramento and KMJ Fresno, for direct selling of all Borden products. Latter program is exploited by personal appearances throughout Northern California. Agency is Young & Rubicam Inc., San Francisco.

NBC Replacement

A NEW COMEDY show featuring Monty and Natalie Masters, West Coast comedians, begins on NBC July 12, Saturdays, 8:30-9 p. m. titled *Mad Masters*. The program replaces the Procter & Gamble Co.'s *Truth or Consequences* show which returns to the network on Sept. 6.


ANDREW UHF ANTENNAS
assure maximum signal strength
Each of these six Andrew Antennas offers a balanced blend of: gain, impedance matching, bandwidth, directional properties and mechanical design as needed for a specific application. As is typical of the complete Andrew line, they do not concentrate on one feature to the exclusion of others. Backed by the experience of the pioneer specialist in antenna manufacture, these models assure maximum signal strength. Write today for complete details.
This is a Dielectric Antenna, with special directional properties for radar.
A "Yagi" array, highly directional with excellent impedance matching & bandwidth.
The Andrew Folded Unipole Antenna, ideal for transmitting or receiving, in the frequency range 30 to 174 MC.
A Ground Plane Antenna, economical and effective for government, amateur, and emergency communication services.
A Coaxial Antenna for the amateur 2 meter band.
The new Andrew Di-Fan Broad Band Antenna, for improved FM and TV reception.
ANDREW
ANDREW CO.
363 E. 75th St. • Chicago 19, Illinois
Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment
©1946

Borton Suggests NAB Affiliate Group

Would Represent in Hill Hearings and Network Negotiations

FORMATION of an affiliates committee within NAB to represent stations during hearings on the White-Wolverton Bill (S-1333, HR 3595) and to assist stations in their relations with networks is proposed by Fred W. Borton, WQAM Miami, director of NAB District 5.

Move by Mr. Borton to have the NAB set up a unit to consider problems of affiliates, including contract negotiations with networks was sidetracked at the May 21-22 meeting of the Board of Directors. His proposal was referred to the Finance Committee.

Resolutions urging creation of an affiliates group within the NAB were unanimously adopted by District 5 at its May 1-2 meeting in Birmingham and by the Florida Assn. of Broadcasters at its meeting in Miami last Dec. 1.

The idea was originally offered by Mr. Borton at the NAB board meeting at Estes Park in August 1946. Network board members objected to the plan, with the board concluding that as an overall trade association NAB could not represent the viewpoints of one segment of broadcasting against another.

At the May board meeting the further objection was raised by NAB headquarters officials that the association had no budget to finance such a unit. Mr. Borton proposed that "a committee composed of one from each of the four network affiliates be appointed to sit with the president to consider problems common to all network affiliates."

The board's unofficial position was that NAB could not be expected to serve as spokesman for any special group's interests in business matters or in consideration of legislation in Congress and that the affiliates themselves should handle their own problems.

Mr. Borton points out that affiliates pay far the largest proportion of dues of any station group in NAB and that they should be represented by the association during rewriting of the Communications Act.

Another IRNA Seen

Otherwise, Mr. Borton says, formation of another Independent Radio Network Affiliates Group might be encouraged, a step he feels would be detrimental to NAB solidarity and "the last thing that should be done."

Influence of networks in the conduct of association affairs will be reduced if the NAB membership approves a proposal to amend the by-laws to change their status from active to associate. NBC and ABC at present each has a director on the board, with MBS preferring to be represented by a non-voting observer.

The new by-law clause would deprive the networks of board membership. At present the board consists of one director for each of the 17 districts, plus two directors-at-large each for large, medium and small stations, as well as the two network directors.

Further proposals to amend the by-laws will provide a new board lineup consisting of the 17 directors; two directors-at-large for large, medium and small stations, to be elected by these groups instead of by the entire membership; one director for FM-A stations, one for FM-B stations, one for television and one for facsimile provided the group is represented by 25 member stations. This plan was favored by the board majority but alternative plans are to be proposed when the rest of the proposed by-laws provisions have been drafted for referendum vote. The network associate membership by-laws clause is being submitted for vote ahead of other changes.

Text of the resolution adopted at the District 5 meeting at Birmingham, similar to the Florida resolution, follows:

Whereas, the existing network affiliates are confronted with increasing competition and

Whereas, with the advent of a great number of new stations, network affiliates are faced with an increasingly unstable outlook and

Whereas, short-term network contracts make their situation increasingly unstable and

Whereas, networks may find it possible and desirable to make more favorable contracts for station affiliation and

Whereas, there is now a possibility of duplication of network outlets within normal coverage of trade areas—

Be it resolved, that it is the desire of the 5th District of NAB that there be provided within the NAB facilities for the study and improvement of such problems which may now or will confront network facilities in the future.

Mrs. Roosevelt, Porter, Henderson ADA Members

THE IDENTIFICATION of Mrs. Franklin D. Roosevelt, Leon Henderson and Paul Porter as board members of the Progressive Citizens of America in an article last week was an error of fact [BROADCASTING, June 16, page 11].

Mrs. Roosevelt was among the founders of the organization, Americans for Democratic Action, of which Mr. Henderson is executive committee chairman and Mr. Porter a member of the national board. None of them is associated with Progressive Citizens of America.

Americans for Democratic Action does not agree with the view of PCA that liberals can cooperate with American Communists and ADA's constitution expressly excludes Communists from membership.

Casting 'New Voice'

"NORTHERN KENTUCKY'S NEW VOICE" believes in showmanship even before it has a show or a call, for the Northern Kentucky Airwaves Corp., which recently received a grant for a 250 w outlet on 1050 kc in Covington, Ky., makes the fact known in an announcement patterned after a theatre program. Its new venture, says the company, features the new baby star, Radio Station W???, and the following cast of characters: Patient Mother—Arthur L. Eilerman (president); Distracted Father—Charles H. Topmiller (station manager); Attentive Stork—Gregory W. Hughes (attorney & secretary); Solicitous Nurse — Al Paul Thiel (program director); A Bundle from Heaven (The FCC)—Station W???; and Doting Relations — seven man program advisory committee.

CKVL Scoop

WHEN CKVL Verdun heard that President Truman's special train was to be met at the Canadian border by an official welcoming party, they rushed a special battery operated tape recorder and a crew of five men to the scene in hopes of describing the ceremonies. But they brought back to Montreal, in addition to the description, interviews with the Canadian National Railways vice president, the engineer, master mechanic, trainman; a special interview with the Right Honorable Louis St. Laurent, Canadian Minister of Foreign Affairs, and what the station terms the radio scoop of the year—voice of President Truman saying hello to Canada.

DISCUSSION program titled "A Time for Decision," presented on WBBM Chicago in 1946 in cooperation with Chicago Junior Chamber of Commerce, has received the Geisenbeir Memorial Trophy, awarded to Chicago chapter for outstanding endeavor in the past year.

WANTED — A TOP-NOTCH STAFF TO OPERATE THIS NEW STATION

We are searching for the best Small Station Staff in the country. Members of this hand picked team will operate the newest GE equipment, under ideal working conditions. Newspaper ownership. ABC Affiliate. Understanding management. Please tell your complete story in confidence addressed to:

Endicott is a wonderful suburban community with all metropolitan advantages. Station opens in midsummer.

WENE - - ENDICOTT 1, N. Y.

REACHING NEW HEIGHTS IN IDAHO

KSEI
POCATELLO • IDAHO

In The Public Service

Radio Graduation

SERIOUSLY injured in an accident just a few days before graduation, Patricia Daniel of Tulsa, Okla., "attended" the exercises just the same—from her hospital bed via a direct line supplied by KAKC Tulsa. Dressed in her cap and gown, the young high school girl was able to hear name read, the accompanying moment of silence—the tribute of her classmates, and the class hymn which was sung in her honor.

* * *

Aids Health Commission

WATERS of a flash flood June 6 poured into the wells from which Mansfield, Ohio, gets its supply of drinking water. The City Health Commissioner called the local station, WMAN, and requested that its facilities be used to inform residents of the situation, and request that all water used for drinking or cooking be boiled until the water could be tested for contamination. WMAN made announcements just before sign off that day and every 15 minutes until noon on the following day. Station reports that to date, no cases of sickness due to contaminated water have developed.

* * *

Radio Aids Safety

RADIO'S role in the San Francisco safety drive was a factor in bringing about the lowest traffic death rate of the year during May, Henry E. North, president of the San Francisco chapter, National Safety Council, wrote John W. Elwood, KPO general manager. He praised the station's part in the drive.

* * *

Directs Search

UPON receiving word that one of the prominent young local citizens was missing from his home recently, WJZM Clarksville, Tenn., immediately started plans for a search. Spot announcements were broadcast at frequent intervals asking for aid in finding the 18-year-old boy. Over 1,000 persons reported to form a searching party. As night came on it was found that the searchers needed flashlights to continue the work. WJZM broadcast appeals and over 400 different pieces of lighting equipment were brought to the studio by residents. The station staff tagged and assorted the material and rushed it to the searchers. Neighboring stations and news services provided aid following calls by WJZM. At 10 p. m. the boy was found and returned to his home, with many thanks going to WJZM.

* * *

Economy Drive

ACTIVE SUPPORT to the Elmira, N. Y. Economy Days drive was contributed by WENY that city, in the form of announcements and special broadcasts. The drive, sponsored by the Assn. of Commerce and retail merchants in Elmira, was to lower prices and thus impress manufacturers that the public buys when the price is right. Nearly 230 courtesy announcements and several special broadcasts were used by the station in conjunction with regular commercial announcements concerning the three-day event. *Breakfast With Bill*, WENY's morning show, presented extra gifts as an inducement to bring shoppers to town. Shoppers were interviewed on station's *Street Quiz* program, with constant plugging of the slogan, "Your Dollars Buy More In Elmira."

* * *

Gets Ride

AFTER a long struggle to find work, Edgar Gooch, 26-year-old blind radio announcer, received a wire from KHJ Los Angeles offering him a job "if" he could be in California by May 21. Mr. Gooch, in Washington, D. C., at the time, phoned Connie B. Gay, of WARL Arlington, Va., and asked for help. Mr. Gay broadcast an appeal for the needed ride to California, and within two hours, some 50 listeners had pledged $160, more than enough to pay Mr. Gooch's plane fare to his new job.

WHEN Kate Smith visited Chicago to receive her American Brotherhood award from National Conference of Christians and Jews, board of directors of MBS was meeting at Drake Hotel. Visiting with MBS executives at their June 11 luncheon, Kate greeted (l to r) John Shepard III, Yankee Network; Edgar Kobak, MBS president, and Alfred J. McCosker, retiring chairman of board. Miss Smith's daytime show, *Kate Smith Speaks*, moves to Mutual today (June 23) from CBS.

Leaves WLIB Post

CLIFFORD EVANS resigns as program director of WLIB New York effective July 1 to join WHLI and WHNY (FM) Hempstead, N. Y., as vice president and director of public affairs, it was announced last week by Elias Godofsky, president of the stations. Mr. Evans joined WLIB in 1942 as a news commentator and at the same time continued writing his column on the *Brooklyn Eagle*. In 1945, when the *New York Post* purchased WLIB Mr. Evans left the *Eagle* to become director of news and special events at WLIB.

Radio Workshop

GORDON HAWKINS, educational and program director of Westinghouse Radio Stations Inc. is conducting a summer workshop for teachers at Marshall College, Huntington, W. Va. June 21-24. Course includes six lectures on special techniques employed in education by radio. Subjects are script planning, script writing, production, in-school utilization, work shops and adult education.

Campbell Time Shift

CAMPBELL SOUP Co., Camden, N. J., effective June 30 switches *Robert Trout With the News Till Now* on CBS, Mon.-Fri., from 6:45-7 p.m., to 7:45-8 p.m. Agency is Ward Wheelock, Philadelphia.

The DOUBLE-DUTY STATION

WTCN MINNEAPOLIS WTCN ST. PAUL

NOW—WTCN-FM!

ABC... plus High-listener locals!

FREE and PETERS
National Representatives

NO SUMMER DOLDRUMS in MIAMI!

● May Traffic Up 50%!
● Dade County Tops State in Bond Sales!
● WIOD Tops 'Em All According to B.M.B., Hooper and Results!

WIOD's B.M.B. coverage maps, with market data now available.

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5,000 WATTS ★ 610 KC ★ NBC

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Ideal for Semi-permanent Installations

This compact, 4-stage, a-c operated remote amplifier is especially designed for semi-permanent installations in churches, night clubs, etc. Gain control is screwdriver set; self-contained power supply.

SPECIFICATIONS

Frequency Response: Uniform within ±1 db, from 30 to 20,000 cycles.
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Output Impedance: 600 ohms.
Power Output: Maximum + 10 dbm.
Dimensions: 16⅝" x 6½" x 3".
Weight: 8 lbs. 5 ozs.
Finish: Aluminum Gray.

This amplifier may be equipped with either Cannon or Hubbel Connectors.

Price, F.O.B. Dallas **$87.50**
Complete with Tubes

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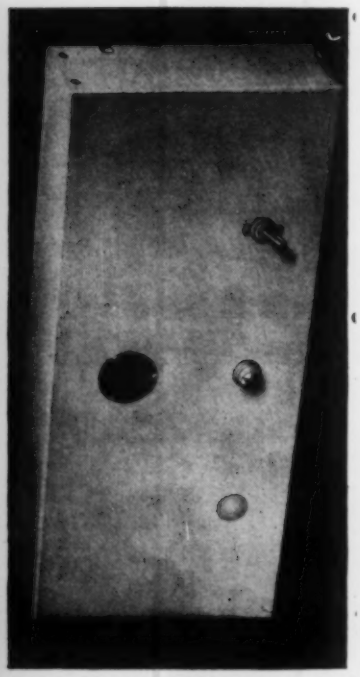

ACTIONS OF THE FCC

JUNE 13 TO JUNE 19

CP-construction permit — **ant.-antenna** — **cond.-condition(s)**
DA-directional antenna — **D-day** — **LS-local sunset**
ERP-effective radiated power — **N-night** — **mod.-modification**
ST-studio-transmitter — **aur-aural** — **trans.-transmitter**
synch. amp.-synchronous amplifier — **vis-visual** — **unl.-unlimited hours**

June 13 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)
Motion Granted

News Syndicate Co. Inc., New York—Announced memorandum opinion and order granting motion to strike from record in New York FM cases the evidence adduced in these proceedings by the American Jewish Congress relating to the content and policies of the New York Daily News and New York Sunday News. Comr. Clifford J. Durr dissenting.

AM—1400 kc

Grenada Bcstg. Co. and Birney Imes Jr., Grenada, Miss.—Announced adoption of decision granting application of Robin Weaver trading as Grenada Bcstg. Co. for new station 1400 kc 250 w unl. cond. and denying application of Birney Imes Jr. for same facilities.

AM—1060 kc

WNOE and Deep South Bcstg. Corp., New Orleans—Announced proposed decision looking toward denial of applications in present form of James A. Noe, to change assignment of WNOE from 1450 kc 250 w unl. to 1060 kc 50 kw-D 25 kw-N DA-N, and Deep South Bcstg. Corp. for new station 1060 kc 50 kw-D 10 kw-N DA-DN.

AM—1490 kc

Ruston Bcstg. Co., Ruston, La.; Hope Bcstg. Co., Hope, Ark., and Magnolia Bcstg. Co., Magnolia, Ark.—Announced proposed decision looking toward grant of applications of Clarence E. Faulk Jr. doing business as Ruston Bcstg. Co. and Hope Bcstg. Co. for new standard stations 1490 kc 250 w unl. and proposing to deny application of Magnolia Bcstg. Co. seeking same facilities. Commission will entertain request from Magnolia Bcstg. Co. for 630 kc 1 kw D.

AM—610 kc

W. Albert Lee and KTHN Houston, Tex.—Announced final decision granting application of W. Albert Lee for new station 610 kc 5 kw DA-N cond. and denying application of KTHN seeking same facilities. (Comr. E. K. Jett dissented).

Rules and Standards

Announced adoption of order making final amendments to rules and engineering standards concerning FM stations proposed April 10, and adoption of revised tentative allocation plan for Class B FM stations issued as proposed revision April 10. Also released list of new channel assignments in accordance with revised rules and standards for all FM licensees, CP holders and those conditional grantees authorized for interim operation as of June 9.

BY COMMISSION EN BANC
FM—Conditional Grants

Authorized conditional grants for seven Class B FM stations, one in lieu of previous Class A grant. Authorized 24 Class B FM CPs; cond. See story BROADCASTING, June 16.

Applications Retained

Pynchon Bcstg. Corp., Springfield, Mass.—Ordered that FM application be retained in hearing docket.

Providence Journal Co., Providence, R. I.—Retained FM application in hearing docket pending FCC consideration of resolution of House of Representatives of State of Rhode Island and Providence Plantations requesting further hearing.

WFBM Inc., Indianapolis—Ordered that FM application be retained in hearing pending further investigation of applicant's program policy (Comrs. Denny, Jett and Webster for grant).

BY THE COMMISSION
FM Reservations

Announced that reservation of certain Class A and Class B FM channels from assignment will automatically terminate July 1 under Secs. 3.203 (b) and 3.204 (c) of rules and that FCC will consider and act upon applications for such facilities as promptly as possible after that date.

June 16 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)
FM—Unassigned

Announced proposed decision looking toward grant of applications of Unity Bcstg. Corp. of Pennsylvania, Independence Bcstg. Co., and Franklin Bcstg. Corp. for Class B FM stations in Philadelphia, each grant for 20 kw ERP with ant. height of 500 ft. above average terrain, subject to CAA approval of ant. structure location and height, and specific channel assignments to be made at later date. At same time Commission proposed to continue similar application of Patrick Joseph Stanton in hearing status and to dismiss similar application of WDAS Bcstg. Station Inc. without prejudice to any action that company, through its present ownership, might take with respect to applying for FM facilities in Philadelphia.

ACTIONS ON MOTIONS
(By Commissioner Durr)

Coastal Bcstg. Co., Lakeland, Fla.—Denied petition requesting Commission designate early hearing date on its application and that of WSIR.

KOY Phoenix, Ariz.—Denied petition for leave to intervene in hearing on application of KYUM; exceptions noted by counsel for petitioner.

WDAE Tampa, Fla.—Granted petition for leave to intervene in hearing on application of WCNT.

WKAT Miami Beach, Fla.—Granted petition for leave to amend application to change applicant from individual to corporation.

WHDH Boston—Granted petition to accept late appearance in re application of WRUF.

KFDA Amarillo, Tex.—Granted petition for leave to amend application to specify modified DA design. Amendment was accepted and application as amended removed from hearing docket.

Santa Rosa Bcstg. Co., Santa Rosa, Calif.—Granted petition for leave to amend application to add to application supplemental engineering statement regarding interference cond. etc. Amendment accepted. Insofar as petition requests removal from docket, it was denied.

WRVA Richmond, Va.—Granted petition for leave to intervene in hearing on application of WKAX.

WELI New Haven, Conn.—Granted petition for leave to intervene in hearing on application of WAAT.

WERC Erie, Pa.—Granted petition for continuance of consolidated hearing in re its application and that of WLEU, presently scheduled June 25, and continued same to July 28.

Thomas G. Harris, et al, Austin, Tex.—Granted petition for leave to amend application to specify 1260 kc 1 kw D instead of 1340 kc 250 w unl., Amendment was accepted and application as amended removed from hearing docket.

KLX Oakland, Calif.—Denied petition requesting Commission to strike Issues Nos. 1 and 3 in hearing notice upon its application.

Radio Bcstg. Assoc., Houston, Tex.—Granted petition for continuance of hearing presently scheduled June 26 on its application, and continued same to Aug. 18.

KOPR Butte, Mont.—Granted request to dismiss without prejudice application for mod. CP.

KIFI Idaho Falls, Ida.—Granted petition for leave to amend application to specify 1060 kc instead of 550 kc etc. Amendment was accepted and application as amended removed from hearing docket.

(*Continued on page 80*)

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ANNUAL
4th OF JULY
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AND FIREWORK DISPLAY
THAN ANY OTHER
SINGLE PUBLIC EVENT
IN ARIZONA

CBS in PHOENIX

Management affiliated with WLS in Chicago, Burridge D. Butler, President

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JOHN BLAIR & COMPANY

PROMOTION

SOMEWHERE in one of 15 cities there's a family named Edwards which has $1,000 for a "Truth or Consequence" contestant who finds them and squeezes them some California orange juice. In the meantime, the contestant is squeezing juice for Edwards' in all 15 cities and moves to Hartford, Conn. June 29 in his quest for the prize.

Elsie Gets Around

TO PROMOTE the two Borden shows, "County Fair" and "Arthur's Place," Kenyon & Eckhardt, New York, has mailed to all Borden dealers a new promotion piece featuring Elsie, the Borden cow. Pamphlet has sketches of "Arthur's Place" cast and lists some activities of "County Fair," both heard on CBS.

KSL Coverage

BMB MAPS and market data are featured in new mailing piece of KSL Salt Lake City. Folder is being sent to time buyers and agency executives to give them a complete picture of the station's coverage.

1947 Gold Rush

"FORTY-NINERS scratched for nuggets and got chicken feed," says KQW promotion folder, "compared with the pay dirt of today's gold rush." Folder then cites figures, maps and charts to the effect that the 14 San Francisco Bay area counties comprising KQW's effective market have 2 and 2/3 million people or 7 out of 10 Northern Californians and 3 and 1/3 billion dollars or 72% of Northern California net income.

KROW Contest

KROW Oakland, Calif. listeners with originality can win weekly prizes of Capitol Record albums or a grand prize of a Capitol luxury portable phonograph in the station's new contest. Conducted by Lex Boyd, KROW record m.c. on his Saturday "Swing Session," the contest involves listener identification of four musical selections, but in some novel way, such as a drawing or a poem, etc. At the end of six weeks, the grand prize winner is selected from among the weekly winners.

Counter Cards

TIE-IN between "Phillies" cigars and Bill Brandt's "Inside of Sports," which airs five times weekly over KFEL Denver, has been accomplished with 3,000 cards, designed to fasten on the back of "Phillies" boxes. Cards have been given to dealers through local distributor.

Radio Sets Offered

WTIC Hartford offers 18 radio sets as prizes in a farm safety suggestion contest, part of WTIC's observance of National Farm Safety Week. Three sets will be given each day during the week, July 21-26, for best ideas on how to save lives and prevent injuries on the farm. Other special features are planned by Frank Atwood, WTIC farm program director.

Supper Singer

WCOP Boston has published a flier on its "Harmony House" dinner hour program, during which "Bill Hickok will sing for your supper."

Bisquick Winners

KYW Philadelphia presented phonographs to 22 winners of the Bisquick contest, along with a studio party and station tour.

Vacation Trip

TWO-WEEK vacation for two in Canadian Laurentians is offered by WLAW Lawrence, Mass., for best letter of 50 words or less on "Why I Enjoy Listening to WLAW." Contest opened June 12 on the "Stargazers" program, continuing to July 31.

Nunn Statistics

NUNN stations have issued new market data and BMB folders, including population and buying income statistics.

SAM ELFERT, WLIB New York publicity director, was to have married Dena Eisner, New York Post editorial assistant, yesterday (June 22).

KVOO Brochure

NEW recording service of KVOO Tulsa is promoted in a four-color brochure sent to advertisers, agencies, music and drama teachers, and other potential users. Studio photos, prices and other material are presented.

Sponsor Samples

LIPSTICKS are being sent by Richard Hudnut Co. to disc jockeys' wives and girl friends as part of a promotion drive of the new Jean Sablon record based on his CBS theme, "Passing By."

Dairy Month

CONTEST was held by Paul Whaser, WBZ Boston farm director, to promote "June Is Dairy Month." Three-day promotion stunt provided authentic farm atmosphere on Boston Common, where cow, bull and two calves were exhibited while Boston children received free milk.

FM Promotion

WFAH-FM Alliance, Ohio, managed by Paul W. Reed, is using paid ads in local newspapers to promote its programs, on the air from 10 a.m. to 9 p.m. The station plans to expand its schedule soon to 7 a.m. to 11 p.m. Only station in a community of 33,000, WFAH-FM is using live studio programs and spot coverage of local news and sports events. A staff pianist has been added through contract with AFM. Lines are being laid for college and high school football coverage.

Promotion Personnel

JACK LOWERY has joined the promotion staff of KVOO Tulsa, replacing **WINDELL KNOX**, resigned.

EARL SHARLAND, news editor of WMFF Plattsburgh, N. Y., has assumed additional duties of promotion and publicity manager.

LEO M. FREMONT, of MBS Chicago, has been named promotion director of KFEL Denver. Vivian Blanken continues as assistant.

Staley Goes to Katz

DON STALEY, until recently with CBS San Francisco, has been named manager of the San Francisco office of the Katz Agency, replacing Richard S. Railton, whose resignation was announced last week [BROADCASTING June 16]. Mr. Staley is a graduate of the U. of California and prior to his association with CBS, he was with KLX Oakland and KFRC and KPO, both in San Francisco.

WRBC Incorporates

CONSENT to assignment of construction permit of WRBC Jackson, Miss., 5 kw day and 1 kw night on 620 kc, from present partnership to new corporation composed of the same persons is sought in application tendered for filing last week at FCC. Chas. H. Russell, W. B. McCarty, T. E. Wright and C. A. Lacy, owners, will each hold one-quarter interest in Rebel Broadcasting Co., new corporation. Station is under construction and expects to begin operations in July, according to the application.

U. S. Steel Renews

U. S. STEEL Corp., Pittsburgh, after deliberating for the past few weeks, during which time other networks were considered, renewed *The Theatre Guild on the Air*, for 52 weeks on ABC and will return the program to the air after a summer hiatus on Sept. 7 or 14. The program, currently heard on Sundays, 10-11 p. m., will be heard from 9:30-10:30 p. m. on Sundays next season, and will leave the air at the end of June and be replaced by a sustainer until September. Agency for U. S. Steel is BBDO, New York.

Gets Ride—To Jail

PROOF of radio's power in helping to combat crime was demonstrated once again when Jack White, of WJR Detroit, went on the air last week with a description of a 16-year-old boy—Oliver Terpening Jr. — wanted for murder of four playmates. Norman Dombrowsky, of Erie, Mich., caught the announcement, spotted the youth trying to hitch a ride in front of his home, and obliged him by getting out the family car and picking him up—then heading for the police station, where the youngster confessed.

The LARGEST station
in the LARGEST city
in WEST VIRGINIA

WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT
930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

'Time for Reason'

THE CBS *Time For Reason* series, heard on Sundays, 1:30-1:45 p. m., featured Bill Downs and Jim Hurlbut, CBS correspondents, on the June 15 broadcast doing a preview of the CBS documentary unit program to be presented Aug. 14, *We Went Back*. On June 22 Henry A. Wallace was scheduled to appear on the program, speaking on "Observations on American Reaction to the Truman Doctrine." Lyman Bryson, CBS counsellor on public affairs, usually heard on the program, will be in Europe for the next three months and is expected to be heard on the series from abroad after the broadcast of June 22.

Painters' Campaign

DISTRICT COUNCIL No. 9, Brotherhood of Painters, Decorators & Paper Hangers, New York, June 9-14 conducted a spot campaign on WOV, WLIB, WEVD and WMCA New York urging house and apartment building owners to redecorate their homes during the slack season when plenty of paint and painters are available. The one-half minute and one-minute commercials also reminded landlords that under government regulations they are still required to repaint their property at fixed intervals. Campaign began with two spots daily on each station and was increased to six or seven on the last day. Agency is Walter W. Wiley, New York.

Nemec Promoted

BOYCE NEMEC, engineering secretary of the Society of Motion Picture Engineers, has been appointed executive secretary, succeeding Harry Smith Jr., who resigns effective July 1 to go into business. During the war Mr. Nemec served as secretary of the Interim Armed Forces Committee on Photography and following that represented the Signal Corps engineering and procurement interests on the War Committee, Federal Specifications Committee and Joint Army-Navy Specifications Board as chief of the Signal Corps photographic unit.

AMA Display

TECHNICAL equipment, including two processed gold master records; photographs of recording facilities and stamping presses in operation, of the NBC radio-recording division were incorporated in a display at the annual scientific assembly and exhibit of the American Medical Assn.'s Centennial Convention in Atlantic City, N. J., a fortnight ago. Facilities of NBC recording were used by the AMA in the recording of *Guardians of Your Health*, *Keeping Your Baby Well*, and many other programs of an educational and public service nature.

TELEVISION FILMS

Chicago Firm Demonstrates Packaging Techniques; Cites Cheaper Costs of Film

TECHNIQUES which enable the producing and packaging of low-cost film for commercial television were demonstrated fortnight ago by Television Advertising Productions Inc., Chicago firm.

Ardien Rodner, founder and newly-elected president of the company [BROADCASTING, March 17] declared that the most important factor in creating and packaging "tailormade" television shows and spot announcements for potential sponsors was "efficient planning well in advance" and the use of television techniques which are artistically acceptable and economically possible. "Efficient planning," he said, meant that the film must be carefully scripted, shot, edited and narrated for the fullest effect.

"We can produce spot announcements," Mr. Rodner emphasized, "for as little as 200 dollars per spot including talent. And while cost is actually computed on the basis of a day's shooting, we can produce as many as ten spots per day, interior and exterior, including the retakes. It means more volume and therefore less cost to the sponsor."

Mr. Rodner estimated that full half-hour dramatic show, complete with talent, though not of the name-star variety, could be produced for an average cost of $1600 in a comparatively short time. TAP cites two advantages of film's use, in addition to expeditious packaging, in the following: (1) "Surety of production for use again and again," as compared to "lack of surety" in live commercials and (2) proportionate decrease in costs on the basis of repeated use, as well as the opportunity for advertisers to rotate commercials throughout the country.

Course for Staffers

ASBURY PARK, N. J. PRESS is giving short course in the techniques and problems of radio news handling to five staff members of its new FM station, WJLK, scheduled to open in September. Prof. Burton L. Hotaling of Rutgers U. School of Journalism and author of the recent book, *A Manual of Radio News Writing*, is conducting the course.

Heads VFW Post

MONTE KLEBAN, WOAI San Antonio program director, has been appointed commander protem of newly formed Veterans of Foreign Wars Radio-Press Post No. 9175. This was the first VFW post of its kind.

Low-Priced TV Console Set Introduced by RCA

INITIAL SHIPMENTS of a new RCA Victor television receiver model, called by the company the lowest-priced console set on the market, have gone out. The set has a suggested retail price of $450.

With the set, the company is providing a "television owner's policy" which for a fixed fee of $65 covers antenna equipment and installation of both antenna and receiver and a year's maintenance and service, including any necessary replacement parts.

New model, listed as "Model 630-TCS," has a 12-inch electrodynamic speaker and a 52-square-inch picture screen. It is a "5-in-1" entertainment unit, combining FM, AM and shortwave radio, a Victrola phonograph and television. Cabinet, finished in walnut veneers, is 40½ inches high, 29½ inches wide and 20½ inches deep.

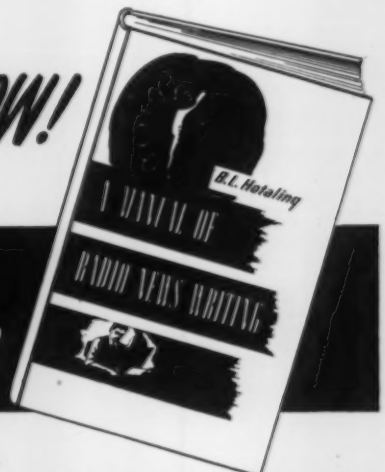
Crosley Appoints

APPOINTMENT of Thomas Penfield as market analyst of the Crosley Division—Avco Manufacturing Corp., was announced last week by S. D. Mahan, director of sales and advertising. Prior to joining Crosley, Mr. Penfield held various research positions with Grit Publishing Co., Williamsport, Pa.; Western Printing and Lithographing Co., Racine Wis.; John Hix Assoc., Hollywood, and Warner Bros.

Send for your copy NOW!

NEW! FIRST BOOK OF ITS KIND—

'A MANUAL OF RADIO NEWS WRITING'



—by Prof. Burton L. Hotaling, School of Journalism, Rutgers University, news interne sponsored by National Association of Broadcasters at The Milwaukee Journal station WTMJ in 1946.

78 pages of expert advice. 11 chapters analyzing proper RADIO NEWS STYLE. 3 chapters on RADIO NEWS SELECTION. 8 chapters on BUILDING THE NEWSCAST. Every newspaper and radio library should contain copies!

Per copy, $1—$1.25 by mail. In quantities of 5 or more, 75c per copy plus postage. Order from Promotion Department, The Milwaukee Journal, Milwaukee 1, Wisconsin.

"The brief but thorough booklet may even become a tool of the city room. . . . Because so much of the stuff that goes out on the radio news wires is written by newsmen of the old, tell-all-in-the-lead school, it takes an alert radio news editor to fix it for ear-appeal."—**Editor & Publisher.**

"The Milwaukee Journal has done a great service to journalism . . . and to . . . professors who are teaching radio news writing."—**Prof. Emil L. Telfel, University of Kansas, Dept. of Journalism.**

THE MILWAUKEE JOURNAL, *Milwaukee 1, Wis.*

You

GET THE WHOLE PICTURE WITH

WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking persons
2,103,737	Italian speaking persons
1,236,000	German speaking persons
578,000	Polish speaking persons
250,000	Spanish speaking persons
6,517,737	foreign language prospects

There you get the *whole* picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in *any* language.

Photo: Lotte Errell Pix

WBNX

1000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

FCC Actions

(*Continued from page 76*)

Decisions Cont.:

Treasure State Bcstg. Co. Inc., Butte, Mont.—Commission on its own motion removed from hearing docket application.

KRIC Beaumont, Tex.—Denied petition for leave to reopen record in consolidated proceeding in re Docket 7321 et al.

Panhandle Bcstg. Corp. and Voice of Amarillo, Tex.—Granted petition for extension of time in which to file proposed findings in re applications and time was extended to 20 days after final action on KFDA's application.

George Arthur Smith, Jackson, Tenn.—Granted petition for extension of time in which to file opposition to petition for reconsideration filed by Jackson Bcstg. Co. and time was extended to and including June 20.

Wired Music Inc., Rockford, Ill., and Beloit Bcstrs. Inc., Beloit, Wis.—Commission on its own motion continued hearing on these applications from June 18 to July 7.

(By Commissioner Hyde)

American Jewish Congress, New York—Granted petition for extension of time within which to file exceptions to proposed decision of Commission granting applications of News Syndicate Co. Inc. for new FM station and petitioner was granted leave to file exceptions in this matter on or before June 20.

(By Commissioner Durr)

News Syndicate Co. Inc., New York, N. Y.—Dismissed motion of petitioner to strike exceptions, request for oral argument and brief filed May 20 by American Jewish Congress and granted motion for time to reply to exceptions, etc., to proposed decision; extended to June 26, time within which News Syndicate Co. may file reply to exceptions of American Jewish Congress.

June 16 Applications . . .

ACCEPTED FOR FILING

License for CP

WRFS Alexander City, Ala.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WSFA Montgomery, Ala.—Mod. CP, as mod., which authorized increase power, install DA-N for extension of completion date.

AM—1340 kc

John H. Phipps, Marianna, Fla.—CP new standard station 1340 kc 250 w. AMENDED to change type trans.

AM—620 kc

Georgia-Alabama Bcstg. Corp., Columbus, Ga.—CP new standard station 630 kc 1 kw D. AMENDED to change frequency from 630 to 620 kc.

AM—1230 kc

WJOB Hammond, Ind.—CP install old main trans. to be used for auxiliary purposes with 250 w. Contingent upon grant of BP-6109.

Modification of CP

WSBT South Bend, Ind.—Mod. CP, as mod., which authorized increase power, install new trans. and changes in DA to change type trans. and for extension of completion date.

WTHI Terre Haute, Ind.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

WJBO Baton Rouge, La.—Mod. CP which authorized move trans. location and install FM ant. on top of center element of DA, for extension of completion date.

License for CP

KWSL Lake Charles, La.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WAZF Yazoo City, Miss.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KBOA Kennett, Mo.—Mod. CP, as mod., which authorized new standard station, to change type trans.

WEW St. Louis—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KELN Ely, Nev.—Mod. CP, as mod., which authorized new standard station, to change trans. location.

KOBE Las Cruces, N. M.—Mod. CP which authorized new standard station, to change type trans. for approval of ant. and trans. location and to specify studio location.

AM—1490 kc

The Joseph Henry Bcstg. Co. Inc., Albany, N. Y.—License to operate present facilities now assigned WOKO. 1490 kc 500 w-N 1 kw-D unl.

Modification of CP

WHAM Rochester, N. Y.—Mod. CP which authorized installation of new trans. and change trans. location, for extension of completion date.

License for CP

WGTL Kannapolis, N. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WNAO Raleigh, N. C.—Mod. CP which authorized new standard station, to make changes in DA and mount FM antenna on top of AM tower and change trans. location.

WRFD Columbus, Ohio—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

License for CP

KLPR Oklahoma City, Okla.—License to cover CP, as mod., which authorized new standard station and for change in studio location and authority to determine operating power by direct measurement of ant. power.

AM—1290 kc

WJSW Altoona, Pa.—CP increase power from 250 w to 1 kw, install new trans. and change studio location. AMENDED to change frequency from 650 to 1290 kc, power from 1 kw to 500 w-N 1 kw-D hours from D to unl., install DA-N, change trans. location, changes in ground system and change re officers, directors and stockholders.

FM—100 mc

Shroyer Radio Corp., Shamokin, Pa.—CP new FM station on frequency to be assigned in 100 mc band and ERP 1 kw.

Modification of CP

WMRC-FM Greeneville, S. C.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

WDIA Memphis, Tenn.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Assignment of License

KTBC Austin, Tex.—Voluntary assignment of license to Texas Bcstg. Corp.

Assignment of CP

Claudia T. Johnson, Austin, Tex.—Voluntary assignment of conditional grant to Texas Bcstg. Corp.

AM—1040 kc

KIXL Dallas, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KGBS-FM Harlingen, Tex.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

KGRI Henderson, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KTXL San Angelo, Tex.—Mod. CP which authorized new standard station, to change type trans. for approval of ant. and trans. location and to specify studio location.

KWFT Wichita Falls, Tex.—Mod. CP which authoriztd increase in power and changes in DA-N, to make changes in

(*Continued on page 82*)

FM INTRODUCED TO CAB

Petrillo Action Arouses Ire Of Broadcasters

FIRST COMPLETE Canadian FM station VE9AQ was operated at the CAB convention at Jasper Park Lodge under a special Department of Transport license. Recorded programs, network newscasts, local convention live newscasts and notices were aired. It was planned to bring CBC Trans-Canada network programs into Jasper and air them on VE9AQ, but AFM Czar James E. Petrillo would not give permission for the station to use these network musical shows unless a standby orchestra was hired. Canadian broadcasters were bitter about this, as the four day operation was only an experimental broadcast operation to show Canadian broadcasters how FM sounds.

RCA Victor FM monitor sets were placed in each room occupied by delegates. A large number of companies cooperated to put on the broadcasts and had a big display of FM and other equipment at the convention. Manufacturers cooperating were:

Federal Electric, Northern Electric, RCA Victor, Rogers-Majestic, Canadian General Electric, Presto Recording, Collins Radio Equipment and Canadian Marconi. Transcription companies supplying recordings were NBC Thesaurus, Standard Radio, World Broadcasting, Lang-Worth Features, United Transcribed Service, All-Canada Radio Facilities, Imperial Radio Productions, National Programs, Stovin Transcription, and Exclusive Radio Features. News was supplied by the Press News, British United Press and CBC. Alberta stations supplied announcers and other staff and the entire operation was in charge of Vic George, Whitehall Broadcasting, Montreal.

Don't Just Advertise . . $ell with

WREN

TOPEKA

Verl Bratton, *General Mgr.*

Soon—5000 watts day and night

Represented by GEO. P. HOLLINGBERY CO.

"Your ABC Station for the Heart of the Nation"

Exacting specifications of South's most powerful independent station met by RAYTHEON precision engineering

● We're mighty proud to see "660 in Dixie" on the air with a complete station installation featuring Raytheon's modern new 5000 Watt AM Transmitter.

Big station engineers all over the country designed this transmitter. It is custom-engineered to their specifications, to give *you* exactly what you've always wanted—providing the utmost in broadcast excellence and reliability.

Consider just a few important points of superiority: HIGH FIDELITY SIGNAL • SIMPLIFIED CIRCUIT DESIGN • LOWER OPERATING COST • AUTOMATIC RECYCLING • COMPLETE OPERATIONAL CHECKS • FAST, EASY MAINTENANCE—through convenient servicing from within • INSTANTANEOUS POWER REDUCTION for nighttime operation.

Truly, Raytheon is establishing new standards of excellence in broadcast equipment. Get all the facts before ordering *your* transmitter. Write or wire today for eight-page illustrated folder, including complete technical specifications and schematic diagram.

The Raytheon Control Console provides fully automatic remote control of all transmitter operations, plus ample studio switching facilities for emergency programs originating at the transmitter

Devoted to Research and Manufacturing for the Broadcasting Industry

RCA TUBES

The Standard of Comparison in Broadcasting

Mercury-Vapor Rectifiers

✓ **You have a complete line to choose from** . . . including the RCA-575-B, 673, 816, 857-B, 866-A, 869-B, 872-A/872, and the 8008.

✓ **You get improved-design types** . . . with new freedom from arc-backs, lower tube voltage drop, higher thermal efficiency of cathode coating, reduced bulb bombardment, and increased anode heat dissipation.

✓ **You get service for your dollars** . . . with longer tube life and greater operating economy through improved manufacturing methods, improved materials, and improved quality control.

For maximum on-the-air service, go RCA when you buy mercury-vapor rectifiers. For information, call or write RCA, Sales Division, Section P36F2, Harrison, New Jersey.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

FCC Actions

(*Continued from page 80*)

Applications Cont.:

DA and mount FM ant. on SE tower and extension of completion date.

KWFT-FM Wichita Falls, Tex.—Mod. CP which authorized new FM station, to change frequency to channel 260, 99.9 mc ant. height ERP to 9.7 kw and make changes in ant. system.

WCAX Burlington, Vt.—Mod. CP which authorized increase power, install new trans., and changes in DA, to change type trans. and for extension of completion date.

AM—1240 kc

Northwest Public Services, Kelso, Wash.—CP new standard station 1240 kc 250 w unl. AMENDED to change trans. location.

License Renewal

Applications for renewal of standard broadcast license filed by: KTUC KIFI WMBC KTOK KIUL WBOB.

APPLICATION RETURNED

AM 1240 kc

KBMY Billings, Mont.—Authority to determine operating power by direct measurement of ant. power. (incomplete).

CONSTRUCTION PERMIT DELETED

Developmental

Cowles Bcstg. Co., Wheaton, Md.—CP new developmental station on frequency between 485-600 mc as assigned by FCC and special emission for television with power of 3 kw (W3XOL). Deleted June 9.

LICENSED STATIONS DELETED

The Evening News Assn., Mobile Through United States—Low frequency relay station on 1606, 2022, 2102 and 2758 kc 100 w and A-3 emission (WENM). Deleted June 10.

Evergreen Bcstg. Corp., Area of Seattle, Wash.—Relay station on 1622, 2058, 2150 and 2790 kc 20 w with A3 emission (KBWZ). Deleted June 10.

TENDERED FOR FILING

Modification of CP

KSCO Santa Cruz, Calif.—Mod. CP to change hours from D to unl., power from 1 kw to 500 w-N 1 kw-D and install DA-N.

Assignment of CP

WRBC Jackson, Miss.—Consent to assignment of CP to Rebel Bcstg. Co.

WGR Buffalo, N. Y.—Mod. CP for changes in DA system using 5 kw and DA-N.

AM—1520 kc

Frank A. Gandia, Rio Piedras, P. R.—CP new standard station 1520 kc 250 w unl.

Modification of CP

WPAP Ponce, P. R.—Mod. CP to change proposed trans. location, using 5 kw and DA-DN.

June 17 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

AM—1450 kc

WKEU Griffin, Ga.—Announced adoption of order granting CP to change location of trans. and studio and install new trans. equipment subject to approval of trans. site and ant. system by CAA and upon cond. that construction and installation of station at new site be carried out in exact accordance with Commission's standards. At same time STA was granted for 90 days period authorizing WKEU to operate with 250 w at present location pending completion of construction at proposed new site. Applications for CP, license to cover CP and authority to determine operating power by direct measurement of ant. power were dismissed.

Petition Granted

Beloit Bcstrs. Inc., Beloit, Wis.—Adopted order granting petition to sever from consolidated proceeding and grant application for new station 1380 kc 500 w D; cond.

BY THE COMMISSION

AM—610 kc

Treasure State Bcstg. Co. Inc., Butte, Mont.—Granted CP new station 610 kc 1 kw unl. DA-N. (Action taken June 14).

Petition Denied

News Syndicate Co., New York—Denied petition for review of action by Motions Commissioner which granted American Jewish Congress leave to file exceptions in New York FM proceeding. (Action taken June 14).

SHOULD RADIO EDITORIALIZE

Newspaper Editor For, Station Manager Against In Reviewing Stand Broadcast

FRANK SCHREIBER, manager of WGN Chicago, put himself on record as being opposed to editorializing by radio stations in a Northwestern U. reviewing stand broadcast June 8 over MBS. Mr. Schreiber joined with Donald Maxwell, city editor *Chicago Tribune;* Everett C. Norlander, managing editor of *Chicago Daily News,* and Baskett Mosse, former NBC news editor who is now assistant professor at Medill School of Journalism at N. U. in a discussion titled *Radio, the Press and the Public.*

Asked whether he thought stations "ought to editorialize the news like newspapers do," Mr. Schreiber declared, ". . . I am not in favor of it. A station hasn't a right under its present license to editorialize. The general rule now is that you shall give equal time to all sides of all controversial questions. And if you get into too many controversies I don't think your clock would run far, far enough to give you enough time to handle all of the arguments."

Mr. Mosse disagreed with Mr. Schreiber, saying, "I think that too many people—too many newspapers feel they are the only ones qualified to write and circulate editorials. . . . Why shouldn't we write them and present them. . . . if they are properly labeled as editorials."

He remarked that the radio station would probably reflect the opinion of the owner, but added, ". . . as a matter of fact, I know that a number of stations are running editorials right now—KFXJ in Grand Junction, Col., a member of the Mutual network has been running editorials for a number of years. The FCC has never said one thing about it. As a matter of fact, I wouldn't be surprised if the FCC didn't think they were doing a pretty good job."

"I think the day is coming, when we get many FM stations out and new AM stations, when more channels are available, that we will have editorials on the air," Mr. Mosse predicted. "I think we can do a good job here just as the newspaper has done a good job."

Further Hearing

Joseph Henry Bcstg. Co. Inc. and Governor Dongan Bcstg. Corp., Albany, N. Y.—Adopted an order setting for further hearing in consolidated proceeding, on July 14, following applications: Joseph Henry Bcstg. Co. Inc. and its application for temporary license to operate station WOKO upon termination of its present authority; Governor Dongan Bcstg. Corp. and Van Curler Bcstg. Corp. all seeking facilities of WOKO: 1460 kc 5 kw unl. (Action taken June 12).

June 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KENI Anchorage, Alaska—Mod. CP, as mod., which authorized new standard station, to change trans. location.

KWTC Barstow, Calif.—Mod. CP, as mod., which authorized new standard station, to change trans. and studio location.

KVON Napa, Calif.—Mod. CP which authorized new standard station, to change type trans.

AM—670 kc

Shebelut Chevrolet Co., Madera, Calif.—CP new standard station 670 kc 250 w unl. Resubmitted and amended to change hours from unl. to D and to specify type trans.

License for CP

Balaban & Katz Corp., Area of Chicago—License to cover CP which authorized installation new visual trans., changes in frequency, power, emission and ant. system. (W9XBB).

Assignment of License

KGGF Coffeyville, Kan.—Voluntary assignment of license to The Midwest Bcstg. Co. Inc.

AM—1410 kc

Leavenworth Bcstg. Co., Leavenworth, Kan.—CP new standard station 1130 kc 1 kw D. AMENDED to change frequency from 1130 to 1410 kc, power from 1 kw to 500 w.

AM—910 kc

The Kjan Bcstg. Co. Inc., Opelousas, La.—CP new standard station 910 kc 1 kw DA-N unl. AMENDED rechange in DA.

AM—1310 kc

WKMH Dearborn, Mich.—CP change frequency from 1540 kc to 1310 kc and make changes in ant. AMENDED to change hours from D to unl. using 1 kw-DN; install DA-N and change trans. location.

Modification of CP

KSTP-TV St. Paul—Mod. CP, as mod., which authorized new commercial television station, for extension of commencement and completion dates.

WFMO New Jersey—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WABD New York—Mod. CP to request new aural trans. and to install new ant.; to change designation of maximum power output of visual trans.

WHHT Durham, N. C.—Mod. CP which authorized change in frequency, hours operation, install DA-N and to change trans. location.

WLAL Lakewood, Ohio—Mod. CP which authorized new FM station, to change type trans., ERP to 1 kw and make changes in ant.

WPTN Paris, Tenn.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

KTAN Sherman, Tex.—Mod. CP which authorized new standard station, to change type trans. and to change trans. and studio locations.

Assignment of License

KSST Sulphur Springs, Tex.—Voluntary assignment of license to Hopkins County Bcstg. Co.

(*Continued on page 89*)

CHNS

HALIFAX NOVA SCOTIA

A **CAPITAL** Station
In A **CAPITAL** City gets
You **CAPITAL** Results!

Ask
JOS. WEED & CO.
350 Madison Ave., New York.

P.S. We'll soon have our 5000 Watt Transmitter in operation!

Do Disc Jockeys Boot Home Winners?

Yes—But for Companies Making the Records, Forecasts Adams

By WILLIAM J. ADAMS

WITH the "disc derby" beginning to loom up as a cross between the Irish Sweepstakes and the Louisiana Lottery, it is becoming evident to some of the radio fraternity that maybe the industry is building a juggernaut that will tear down the sets-in-use figure to an all-time low. At a recent program conference at WHEC it was almost the unanimous opinion of General Manager Gunnar O. Wiig, Production Manager Lowell MacMillan, and the author that the disc situation is becoming radio's number one headache.

We in upstate New York may be somewhat provincial, but it seems to us that the stations across the country are being stampeded by the metropolitan locals, into a form of programming that is going to give radio a good swift kick in the teeth.

Dorsey, Whiteman, Husing, Block and other top-bracket boys are very smart to go along with the trend and reap a golden harvest while the disc shows are in their heyday. Because these men are showmen it's a foregone conclusion that they will do a competent job of building a program and every presentation will have the production values of a top talent show. While all this is going on, these same stars are using radio to sell a wonderful package for the record manufacturers.

In effect, what the disc jocks are doing is building up a tremendous audience, not for radio . . . but for records. The radio stations are using their facilities to build up a competitive entertainment medium. The pull of idea association is plenty strong and with the disc derby going great guns, the association of discs and entertainment in the minds of the listeners becomes greater and greater. Thus, they'll turn more to their automatic record players instead of their radios and the radio industry which is now going nto a period of rough and tough competition with the rash of AM and FM grants, is going to have even tougher sledding with the pull-away of audiences to the record players.

Poor Hooper

Another point that makes us at WHEC look at the disc derby with a rather jaundiced eye is the poor Hooperatings notched up by them. The recent top was around a 14, hung up by one of the disc jockeys in a Southern city. The same survey showed that most of the big-time wax-whirlers have Hoopers around 4.1, and 4.1 in our book is not a sensational figure. According to the last Hooper of the Rochester area, WHEC didn't have a local show with a Hooper of less than 5, except one—and the majority of WHEC's local shows averaged 8 or better.

Naturally we at WHEC have a disc show. We were one of the pioneers in a straight disc-jockey feature. We have a competent lad to handle it. Yet in spite of a tremendous promotional push, it has not created the local furor we had hoped for. True, there are a few fan clubs springing up for our disc jock and his mail pull on giveaways is excellent, but we in the program department are not 100% sold on the idea of the disc show.

No one will deny that it's nice to have a talent stable of Crosby, Monroe, Goodman, Shore, Smith, Tibbett and all the other big and little recording names . . . all of them waiting to perform indefinitely with no cost to the station except the orignal payment for the disc and the usual music licensing fees of BMI, ASCAP, and AMP. Sure, from a program and marquee standpoint, you couldn't have more heavyweight name values than the star line-up from the recording companies.

But what's happening?

Record companies are doing a land office business and radio station managers are building bigger and better promotional budgets in a frenzied attempt to raise the sagging sets-in-use figure. We in radio are putting up the marquee on the disc theatres. We're spending fabulous sums for the m.c.s and selling the audience the idea that whatever they want in musical entertainment, they'll find on discs. Better still, we're building up the disc personalities into bigger and bigger names that in turn sell more records.

Decide Now

Isn't it about time for station managers and program directors to stop being stampeded into joining the disc merry-go-round and start building radio programs that will not only do a competent job of entertaining but will raise the sets-in-use figure and build an increasing acceptance of radio? Station owners should decide for themselves if they're in the radio, or the record business.

I realize that some of the things I've said are highly controversial —and it's quite probable that I may be somewhat off base and liable to get tabbed 'flat-footed.' At any rate, we at WHEC feel that the whole question should be re-examined and then decided on the basis of the circumstances surrounding certain areas.

THAT SWISH of a scythe reaping a golden harvest sounds like a boomerang to William J. Adams, program manager of WHEC and WHEF (FM) Rochester, N. Y. Here the veteran of 18 years in radio and writer-producer of a 1942 Peabody Award winner, "The Home Front," for WCHS Charleston, W. Va., gives his views on record shows. Mr. Adams has been in his current position since 1943.

Mr. Adams

New Radio Course

ST. LOUIS U., during its summer session starting June 24, will offer a course called "Radio Featuring Programming," according to the Rev. Robert Johnston, director of the department of speech, who described the course as "a radio educational first." It will be taught by Louise Munsch, women's feature editor of WEW St. Louis, and will comprise the purpose and function of feature programming, preparation of the script, requirements of the interview, commentation and public relations.

WCOL Open House

WCOL Columbus, Ohio, held open house the weekend of June 21-22 so the public could see the station's new home, a recently constructed three-story building in downtown Columbus. The structure houses four studios, including a two-story audience participation studio with a seating capacity of 130, plus ample space for all departments and separate offices for the general manager and executive officers.

LON KAUFMANN Adv., Hollywood, has moved to 5653½ Hollywood Blvd. Telephone: Hollywood 7448. Allan Neil Tile Corp., Los Angeles (household tile), has appointed agency to service account, with radio being contemplated.

KELA Centralia-Chehalis, Wash. has been awarded a bronze plaque by Botsford, Constantine & Gardner Adv., Seattle, for "outstanding local effort in merchandising cooperation extended to the National Biscuit Co., sponsor of the Rex Miller Newscast."

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

GEORGE P. HOLLINGBERY
National Representative

WORLD'S BIGGEST TEXTILE MILLS

How to produce a television show

by Hoyland Bettinger

Television Consultant

This is the first book to cover every phase of producing a television show. Out of his long experience Mr. Bettinger has written a step-by step reference manual considering virtually every element of the television medium: equipment, composition of pictures, photography, script-writing, direction and production, and the special problems of lighting. Line drawings and photographs illustrate graphically the means and methods discussed.

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THE FUNDAMENTALS OF TELEVISION PRODUCTION

By analyzing the fundamentals of television production this book gives you a solid foundation to develop and improve your own technique. It explains the psychological and aesthetic significance of various techniques; shows when and how they may be used and their effect on the audience; gives you a basic, working knowledge of television equipment; defines the advantages and limitations of the television medium, psychological and pictorial principles, visual and sound techniques; and offers you valuable tips on writing and producing programs.

TELEVISION TECHNIQUES is primarily for those who work in the field: the sponsor and his aids, script and continuity writers, studio and control room crews, remote pick-up units, actors and producers. But every one, professional or amateur, will find it indispensable as a guide to the best and newest methods of television production. Order your copy now.

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CMQ Network Publicizes Its Technical Advances

"NEW HORIZONS" reached by the CMQ Network in Cuba's radio industry are described by the network in its latest announcement which lists the company's technical advances.

In Pinar del Rio Province, says the announcement, a new 1-kw transmitter and a 332-ft. radiator have been added. In Havana, there is a new kilowatt shortwave transmitter using directional antennas pointed toward Central and South America. And in Santa Clara Province the network has a new 332-ft. vertical radiator that increases signal intensity to the Northwest and Southeast.

These, says the announcement, are in addition to facilities already operating at Havana, Camaguey, Holguin and Santiago de Cuba.

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YOUR FIRM'S NAME in this "vacancy" will be seen by 13,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

EFFECTIVE ANNOUNCING TIPS GIVEN BY KILMER

ANNOUNCING FOR RADIO by Bill Kilmer. Sarcone Publishing Co., Des Moines, Iowa. Distributed by University Radio Publications, Des Moines. ($2.50), 96 pages.

DRAWING ON his 12 years' experience as a commercial announcer, Bill Kilmer in his new book records some "do's and dont's" for "would be announcers" and, in addition, offers some self-improvement hints for his fellow announcers.

For those who have chosen radio announcing as a career, Mr. Kilmer sets up a guide covering an announcer's duties and the various stages of his work. He discusses basic requisites for announcers, microphone types, production directions, radio terminology, mechanics of radio speech, announcing style, interpretation of copy and choosing your station. For more experienced announcers, Mr. Kilmer suggests various practical themes for conferences and suggests continuing attempts at improvement because "the announcer must recognize his responsibility to the listening public."

The importance of visualizing the art of announcing as a science is pointed out emphatically by the author as he takes issue with the belief held by many laymen that announcing is a "fly-by-night" profession. "Announcing," says the author, "is an occupation that requires a high degree of skill, originality, unlimited knowledge and boundless patience."

CROY BOOK DESCRIBES RADIO IN FARM AREA

CORN COUNTRY by Homer Croy. Duell, Sloan & Pearce Inc., New York; 317 pages.

A NEW SLANT on radio in the farm country, and how it differs from metropolitan broadcasting, is given by Homer Croy in *Corn Country*, his latest offering.

One of a series of American Folkways books edited by Erskine Caldwell, *Corn Country* is an interesting, down to earth, humorous history of the Midwestern farmer and the life he leads. Looking back, Mr. Croy describes such events as county-seat wars and grasshopper plagues, and then he comes up to date with a discussion of farmers' radio stations and the latest agricultural research.

Describing a visit to KMA Shenandoah, Iowa, which is known as the "Farmer's Radio Station," the author tells of his surprise at the amazing number of letters received by the 5 kw station; a volume which is exceeded by only two U. S. stations, WLW Cincinnati and WLS Chicago, both 50 kw. KMA, he reports, receives, on the average, a letter a year from 62½% of the homes in its section. One possible reason is that it's whole appeal is to farmers, or as the author puts it, "This is the one station that does not believe in the exaggerated, overemphasized, inferiority-complex-arousing diction so much favored by radio announcers. Listeners want 'farmer talk' and it must be genuine."

The Corn Belt's preferences he lists as follows: (1) Weather. (2) News. (3) Hillbilly music. (4) Religious music. . . . Way down the list in No. 10 spot is dance music, while classical music ranks 16. But over and above program tastes, the great difference between a metropolitan station and a farm station, says the author, is that the farmer uses his station to help him make a living.

LESS THAN 48 hours before this photograph was taken Mrs. Marie Reed, of Des Moines, and her four children were faced with eviction from a rented house. Photo shows four-room bungalow built for Mrs. Reed in one day—with all building materials donated and labor furnished by volunteers from Local Carpenters' Union 106—after Gene Emerald, KRNT entertainer and disc m.c., had told of her plight and appealed for aid.

Gould Leaves KSDJ

WITH RESIGNATION of Purnell (Mike) Gould as general manager of KSDJ San Diego on July 1, Clinton McKinnon, station owner and editor-publisher of *San Diego Journal*, will take over as general manager. Edgar L. Tidwell, program director, will assume duties of station manager. Mr. Tidwell, who has been with station since its organization, was separated from service as lieutenant-colonel, after varied service with AFRS at home and abroad. Mr. Gould's future plans have not been revealed.

PHILADELPHIA'S No. 1 Station
FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL
10,000 Walls
WIBG
Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

CONTINENTAL REVEALS PERSONNEL CHANGES

ANTHONY DILLON, former sales manager of Maguire Industries, New York, and previously sales manager of the New York Division of RCA Victor Bruno, has been appointed sales manager of the Chicago office of Continental Record Distributing Co., New York, succeeding Emery Rosza who is now in charge of the firm's export and manufacturing operations abroad. Continental Records has recently opened a branch distributing office in Detroit and a number of new offices will soon be established throughout the country in addition to its present offices in New York, Chicago, Detroit and Cleveland.

Other personnel changes announced last week by Continental were: Joseph Tauss, formerly of the New York sales staff, transferred to Cleveland as assistant sales manager; Albert Millet, former advertising manager, named director of advertising and publicity, succeeding Ralph Berson, who resigned a short time ago.

CBS ANNOUNCES FOUR 52-WEEK RENEWALS

CBS announced four 52-week renewals in New York last week.

Colgate-Palmolive-Peet Co., Jersey City, effective July 6 renews *Blondie*, on Sundays, 7:30-8 p.m., and effective July 1 renews the *Mel Blanc Show*, Tuesdays, 8:30-8:55 p.m. Agency for the *Blondie* program is William Esty & Co., New York, while Sherman and Marquette, New York, handle the *Mel Blanc* show.

Procter & Gamble Co., Cincinnati, effective June 30 renews *The Jack Smith Show*, Mondays through Fridays, 7:15-7:30 p.m., and placed through Dancer-Fitzgerald-Sample, New York.

The Borden Co., New York, effective July 4 renews the Fridays CBS 9:30 p.m. period, currently featuring the new *Arthur's Place* program. Agency is Kenyon & Eckhardt, New York.

Chaplain's Prayer

CONGRESSIONAL Record of June 3 records the following prayer offered by the chaplain, Rev. Peter Marshall, D.D.: "We pray, O God, that Thou will fill this sacred minute with meaning, and make it an oasis for the refreshment of our souls, a window cleaning for our vision, and a recharging of the batteries of our spirits. Let us have less talking and more thinking, less work and more worship, less pressure and more prayer. . . . Speak to us, O Lord, and make us listen to Thy broadcasting station that never goes off the air. . . ."

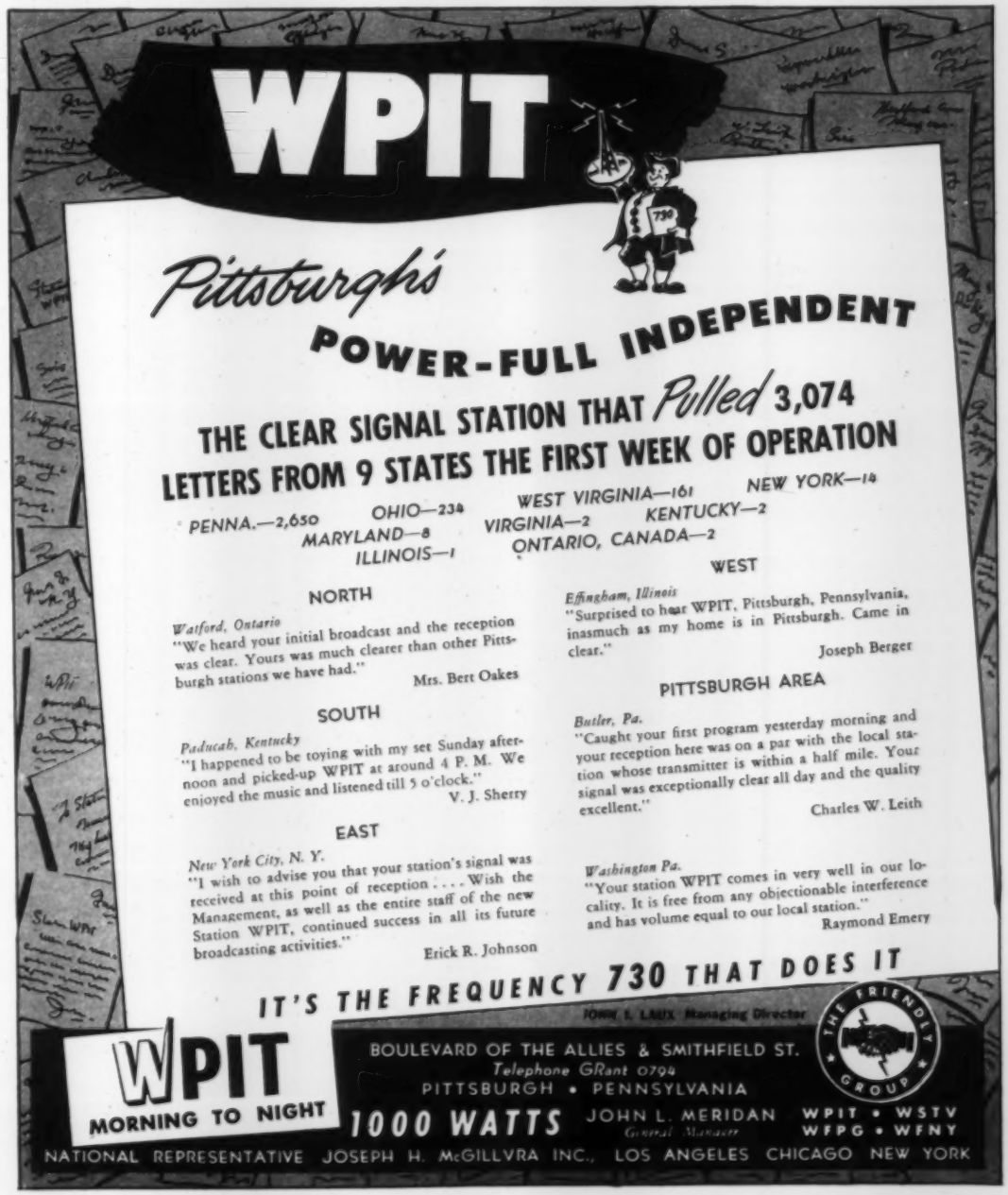
AT SPEAKER'S TABLE for Dearborn Merchant Forum, sponsored by WKMH in cooperation with several hundred retailers of Dearborn, Mich., were (l to r): Walter Patterson, commercial manager of WKMH; Henry Ford II, Ford Motor Co.; Fred A. Knorr, general manager of WKMH; Clyde O. Bedell, advertising consultant of Clyde Bedell Inc.; Lee Hart, NAB representative. Purpose of four-hour forum was to arouse local merchants to need for aggressiveness in merchandising.

Petition Denied

PETITION of Earle C. Anthony Inc., Los Angeles, seeking reconsideration of the FCC's action on Dec. 20, 1946, which assigned television Channel 4 (66-72 mc) to NBC rather than to Anthony in place of Channel 9 (186-192 mc), has been denied by the Commission. Anthony operates standard station KFI and KFI-FM Los Angeles.

UST Report

UNITED STATES Television Manufacturing Corp. has announced earnings of $128,494.30 after taxes for the three months ending March 31, 1947. Broken down by months the net earnings were . . . January $31,449.77, February $44,154.67, March $52,799.86. These figures compare with a loss of $36,167.85 for the first four months of 1946.


WPIT
730
Pittsburgh's
POWER-FULL INDEPENDENT
THE CLEAR SIGNAL STATION THAT Pulled 3,074
LETTERS FROM 9 STATES THE FIRST WEEK OF OPERATION
PENNA.—2,650
OHIO—234
MARYLAND—8
ILLINOIS—1
WEST VIRGINIA—161
VIRGINIA—2
ONTARIO, CANADA—2
NEW YORK—14
KENTUCKY—2
NORTH
Watford, Ontario
"We heard your initial broadcast and the reception was clear. Yours was much clearer than other Pittsburgh stations we have had."
Mrs. Bert Oakes
SOUTH
Paducah, Kentucky
"I happened to be toying with my set Sunday afternoon and picked-up WPIT at around 4 P. M. We enjoyed the music and listened till 5 o'clock."
V. J. Sherry
EAST
New York City, N. Y.
"I wish to advise you that your station's signal was received at this point of reception . . . . Wish the Management, as well as the entire staff of the new Station WPIT, continued success in all its future broadcasting activities."
Erick R. Johnson
WEST
Effingham, Illinois
"Surprised to hear WPIT, Pittsburgh, Pennsylvania, inasmuch as my home is in Pittsburgh. Came in clear."
Joseph Berger
PITTSBURGH AREA
Butler, Pa.
"Caught your first program yesterday morning and your reception here was on a par with the local station whose transmitter is within a half mile. Your signal was exceptionally clear all day and the quality excellent."
Charles W. Leith
Washington Pa.
"Your station WPIT comes in very well in our locality. It is free from any objectionable interference and has volume equal to our local station."
Raymond Emery
IT'S THE FREQUENCY 730 THAT DOES IT
JOHN L. LEITH, Managing Director
WPIT
MORNING TO NIGHT
BOULEVARD OF THE ALLIES & SMITHFIELD ST.
Telephone GRant 0794
PITTSBURGH • PENNSYLVANIA
1000 WATTS
JOHN L. MERIDAN
General Manager
THE FRIENDLY GROUP
WPIT • WSTV
WFPG • WFNY
NATIONAL REPRESENTATIVE JOSEPH H. McGILLVRA INC., LOS ANGELES CHICAGO NEW YORK

"What are you WAITING for?"

Northwest Iowa's Mutual Station

KICD

SPENCER-ESTHERVILLE, IA.

A TAYLOR-HOWE-SNOWDEN STATION

WILLIAM J. LOFBACK, head of the WSAM Saginaw news bureau, has been named program director succeeding **ROBERT P. RITTER,** who joins WWJ-TV, Detroit.

CHARLES BURTON (Bill Kramer), has been named announcer-disc jockey of KWBW Hutchinson, Kan.

PAUL M. VISSER, WBZ-WBZA Boston-Springfield farm director, has been given an honorary membership in Sigma Delta Chi.

JIMMY WILBUR, WLW Cincinnati orchestra conductor, has received his Bachelor of Music degree at College of Music, Cincinnati. He has been accepted as a conducting student at Brookshire Music Center, Tanglewood, Mass.

GORDON DAVIS, formerly of F. A. Ensign Agency, Pittsburgh, has joined KYW Philadelphia as producer.

LONNIE STAR, formerly of WFBR Baltimore and WNEW New York, has joined WITH Baltimore as record m.c.

MILO BOLTON, m.c. of "We the People" on CBS, sponsored by Gulf Oil Co., has resigned effective Aug. 5. **HUBERT WILKIE,** formerly assistant radio director at MacFarland Aveyard Agency and assistant director-producer of "Crimes of Carelessness" on MBS, has joined the research and production staff of "We the People".

NORMAN GERO, formerly with KTUC Tuscon, has joined the announcing staff of WMFF Plattsburg, N. Y. **JOHNNY LAWRENCE,** sportscaster at WMFF, has taken on duties of traffic manager.

MARY KELLY, secretary in advertising and sales promotion department of NBC Central Division, has been assigned as secretary to Thomas Compere, network attorney.

MILTON WOLKEN, former sports director of KSTT Davenport, Ia., has joined the announcing staff of WWXL Peoria, Ill.

HANK BENAC, announcer of WWXL Peoria, recently married **CONNIE FORDE,** WWXL director of women's activities.

BARBARA M. SNYDER, with WOWO Fort Wayne two years, has been named continuity supervisor.

WE'RE PULLING FOR YOU!

It's all milk and honey for you—Mr. Sales Planner . . . with WJW delivering your advertising message to its tremendous and ever-growing audience.

Advertisers know what the Hoopers show . . . that morning *or* afternoon WJW delivers more listeners per dollar than any other Cleveland station.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

PRODUCTION

HIRAM HIGSBY, of KOMA Oklahoma City, returns to KMBC Kansas City as m.c. of "Dinner Bell Roundup" and "Brush Creek Follies."

DON PIERCE, program director of WRRF Washington, N. C., has started a disc column in the local Daily News.

PAUL WYNN, formerly KECK Odessa, Tex., has joined the WRRF announcing staff.

SID COLLINS, program director of WKMO Kokomo, Ind., has joined WIBC Indianapolis. **FRANK GREGORY,** public relations director, takes the program post.

ABRAM CHASINS, former music consultant at WQXR New York, has been appointed musical director. **LEON BARZIN** becomes music consultant while **ANN CORNISH** and **ALFRED SIMON** continue as directors of recorded and transcribed music, respectively.

Greater Love . . . .

LATEST in give-aways is m.c. himself. Dick Whittengill, disc m.c. of early morning show on KIEV Glendale, Calif. is offering himself as baby-sitter to listener with first complete list of records played. When won, he serves the following Saturday night.

DICK DUNN has shifted from New York to Hollywood to produce CBS "Woody Herman Show."

TED DRISCOLL, art director of Don Lee Television (W6XAO) Hollywood and Inez Olive Wilson were married June 11.

JACK O'REILLY, WOR New York announcer and sports reporter, is the father of a girl, Marguerite Georgette, born on June 7 at Doctor's Hospital, New York.

JOCKO MAXWELL, WWRL New York sports commentator, is the author of an article about baseball umpires titled "Bottle Dodger" appearing in the current Eagle Magazine.

RALPH COLLIER, former WWRL New York announcer, has joined announcing staff of WOR New York. Mr. Collier will continue to m.c. "Teen Topics" heard on WWRL Sat. 10:30-10:45 a.m.

JOHN BAIRD, announcer of KMPC Hollywood, has received his A. B. degree from U. of Southern California.

ROLAND VAILE, announcer-continuity editor of KCMJ Palm Springs, Calif., has advanced to program director.

FRANK MORRIS has joined KECA Hollywood as staff writer, taking over duties of **DICK MULCAHY,** elevated to writer-producer.

JERRY HAUSNER has been assigned Hollywood announcer of CBS "Arthur's Place."

ELON PACKARD, STANLEY DAVIS, LARRY KLEIN and **JACKIE ELLINSON** have been assigned Hollywood writers of the summer replacement NBC "Sealtest Village Store," starting July 3.

JACK LONDON, program manager of KRUX Phoenix, is the father of a boy born June 11.

JOSEPH HOLBROOK has joined the announcing staff of WPAY Portsmouth, Ohio. **ELAINE COBURN** and **WILMA SEMONES** are now members, respectively, of the continuity and program departments. **HAROLD THOMPSON** has shifted from sales to traffic manager. **GRAEME ZIMMER,** record m.c. with WPAY, has resigned to join Inter-State Music Co., Portsmouth.

DAN THOMPSON, radio director of National Safety Council, Chicago, is vacationing with his family in Phoenix as a guest of Dick Gilbert, program director of Sun Country Network of Arizona.

JOHN TERRY, former script writer of NBC Chicago, has joined the announcing staff of KROS Clinton, Ia.

RAY POINDEXTER, announcer at KELD El Dorado, Ark., is the father of a girl born June 4.

DON LYNAR, now known on the air as "Don Andrews," has joined WKNX Saginaw, Mich., as announcer-producer, having resigned from WHNC Henderson, N. C.

JACK GUINAN, formerly of WGR Buffalo, has been named director of sports and special events at WJNT Jamestown, N. Y., replacing **MARSHALL SHANTZ,** now ABC New York announcer.

CARL PIERCE, official of the "Breakfast in Hollywood" program, was in San Francisco June 13, conferring with officials of the Kellogg Co., Procter & Gamble, the National Assn. of Retail Grocers and KGO regarding a special broadcast of the show from the Fox Theatre in San Francisco on June 25. The broadcast will be a part of the NARG convention.

JIM UTTON, recent graduate of Beck School for Radio, has joined KILO Grand Forks, N. D., as announcer.

FRANK HARDEN has been named chief announcer of WIS Columbia, S. C.

FREDERICK L. KIDDER, formerly of WBMS Boston, has joined WCOP Boston as announcer. **JAMES D. BROKAW,** Leland Powers graduate, has joined WCOP as summer replacement.

FRANK MONTELEONE, formerly Yank magazine correspondent who joined WMGY Montgomery, Ala., in 1945, has been named director of the continuity department.

JULIE BENELL, director of "Woman's World," on WKY Oklahoma City, has been named only honorary member elected to Girls' State, a demonstration in civic government, sponsored by American Legion Auxiliary in Oklahoma.

FRANK SIMMS, KVOO Tulsa announcer, and Jeanne Webb, vocalist, were married June 3.

FERN EGGEN, disc m.c. of WGN Chicago and recent winner of "Miss Rhapsody of 1946" contest, has been signed to an MGM contract and will have featured role in Irving Berlin musical film, "Easter Parade."

CACTUS JACK, who conducts a daily recorded program on KLX Oakland, Calif. was the subject of an article in the May 26 issue of Life Magazine.

JERRY JOHNSON has joined the KVOO Tulsa announcing staff.

WHO IS MARK SHEELER?

SEE CLASSIFIED SECTION

THE FIRST IN A SERIES OF . . .

MERCHANDISING NARRATIVES OF THE GREAT SUCCESSES THRU BROADCAST ADVERTISING

In this Issue: THE PHILCO STORY

Philco sells more radios than any other manufacturer. They've sold more than any other manufacturer since 1930. To do it, Philco has budgeted 60 million promotional dollars and sold over $850 million civilian products.

How? For one, Philco used more radio time than any of its competitors and . . . that's where our narrative begins.

THE PHILCO STORY TELLS:

- Why Philco's principal medium is radio.
- Philco's 5% formula . . . relation of ad budget to sales.
- How much Philco spends . . . where.
- Plan behind Philco's promotion.
- How Philco and Hutchins Agency swung the great talent coup of the decade.
- "Der Bingle" Crosby and how he puts Philco's commercial foot in the door.
- Why transcribed.
- How Philco kept a distributor-dealer set-up intact with not a set to sell.

More of the Philco story in BROADCASTING July 7. A new "success in radio" feature in every other issue thereafter. They'll present, not just advertising results, but the plan that made results possible. Stories complete with double-checked facts, dollar-sign figures and photographs.

It's logical that this new feature is in BROADCASTING. Because it attracts readers who make broadcasting their business and those who place the bulk of the network and national spot dollar. In BROADCASTING they continue to find everything they need know about *all* radio . . . whether AM, FM or Television . . . and *all* in one newsmagazine.

Still $5 if you subscribe NOW!

National Press Bldg. • Washington 4, D. C.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

1947
A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

WMBG SERVING RICHMOND AND VIRGINIA
FROM THE CAPITAL OF THE OLD DOMINION

FM STATION
W---- CAPITAL OLD DOMINION
NOW OPERATING
17¼ HOURS DAILY
47,000 WATTS AUTHORIZED POWER

In this Major Market
USE WMBG
NBC IN RICHMOND, VA.
5000 WATTS

Bill Stern · Charlie McCarthy · Fred Allen · Jack Benny · Bob Hope · Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO.

NEW REGION NETWORK FORMED BY INLAND CO.

FORMATION of a new regional network, the Inland Group, by the Inland Broadcasting Co., Omaha, was announced last week by Paul R. Fry, vice president of the company.

The group will consist of KOLN, new Lincoln station starting in July with 250 w on 1400 kc; KORN Fremont, 100 w on 1340 kc; and KBON Omaha, 1490 kc with 250 w.

Mr. Fry, KBON general manager since 1942 and a director of Inland since 1943, who will supervise overall operations of the group, announced the following appointments: E. H. Dahlguard, business manager; R. E. Welna, KBON station manager; H. E. Bader, KOLN station manager; William Baldwin, KORN station manager, and Percy Zeigler, chief engineer.

Stations will be basic Mutual and will be sold nationally as a packaged network by Weed & Co.

Honor Ayer Employes

SIXTY-NINE members of the Twenty-Five-Year Club of N. W. Ayer & Son, were honored at a dinner June 5. Two of the employes who have been with the firm for 50 years are H. Eugene Wheeler and George Culp. H. A. Batten, the agency president, is himself a member of the Twenty-Five Year Club.

Merrill Leaves UOPWA

LEWIS MERRILL, president of the United Office and Professional Workers of America, CIO, has resigned effective immediately for reasons of health. A general executive board meeting of the UOPWA will be held June 28 in New York to designate a new president in accordance with the union's constitution.

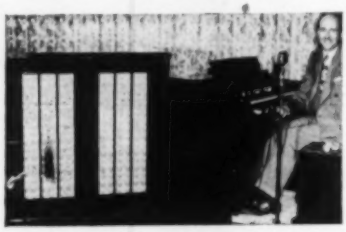
Holmes' Denial

DESPITE published reports in the trade, Burton Holmes last week denied that he had signed an exclusive contract making his film library available for television. Mr. Holmes said that he had requested a withdrawal of the release by the company which issued it, but after waiting two months with no response, he decided to go on record with a simple denial.

L. A. Ad CLub Election

JOHN R. CHRISTIE, director of public relations and advertising, Citizens National Trust & Savings Bank, has been elected president of Los Angeles Ad Club. T. L. Stromberger, account executive of West-Marquis Inc., was made first vice president. James A. Aitkens, advertising manager of Broadway Department Store Inc., is secretary-treasurer. David R. Fenwick, vice president of Dunn-Fenwick & Co., has been added to Ad Club directorate.

MUSIC FOR ALL TO HEAR
WKY Engineers Design Speaker Unit With More Volume



Ken Wright at his Hammond electric organ.

VOLUME sufficient for a large auditorium and facilities for quick and easy moving have been added to the Hammond electric organ used by Ken Wright, staff organist at WKY Oklahoma City.

Lester Tucker and Bob Hayward, control room engineers, designed and installed an oversize speaker unit which has a power output of 90 watts and is sufficient in volume for Oklahoma City's Municipal auditorium, which has a seating capacity of 6,500.

The speaker is mounted on rollers for mobility. An arrangement has been made whereby the bench, pedals and a section of the platform fit onto the organ, also on rollers, making two units which can be loaded onto a truck by two men. Other added features include headphones, enabling Wright to practice without disturbing the audience, and a microphone which plugs into the speaker for use by commentators or singers.

New Hoot Script Head

CHARLES WARREN, radio writer, has been appointed director of the Hoot Script Service of the Hoot Adv. Agency, New York. The Hoot Script Service is especially set up for independent broadcasters in this country and abroad, and offers "low priced second rights privileges" on the radio works of such writers as Ronald Dawson, Clarence Roach, Donald Thompson, Donald Spatz, Al Morgan, Burrel Smith and others. Programs of all types, from one minute spots to one hour dramas for broadcast in English, French, Italian and Spanish are currently available in the Hoot script library.

Philco Table Model

DELIVERIES to distributors are getting under way on the new Philco model 482 table radio, described by Fred Ogilby, sales manager of Philco Corp.'s Radio Division, as the first "all-feature" table receiver with advanced FM plus standard and shortwave reception. The new model utilizes eight tubes plus a rectifier and incorporates improved superheterodyne circuits, Mr. Ogilby said. Price is $149.95, complete with built-in triple aerial system, AM-FM-shortwave.

Video Receivers Prizes In Tek Limerick Contest

TEK TOOTHBRUSH Corp., Newark, N. J., on June 1 began a nationwide promotion campaign featuring a limerick contest with 11 Du Mont television receivers as the major prizes. The firm is using national magazines and Sunday supplements of large metropolitan newspapers to promote the contest. Grand prize is a Du Mont $1,795 set, and the next 10 prizes are Du Mont $795 consoles.

Du Mont dealers throughout the country are promoting the contest by supplying customers with entry blanks and using large window display ads. Drug stores in 48 states also are aiding in the promotion. Tek agency is Hanly, Hicks & Montgomery, New York.

WKJG to Join MBS

WKJG Fort Wayne, Ind., which plans to take the air at summer's end with 5 kw on 1380 kc, will be a fulltime affiliate of MBS, it was announced last week by W. A. Kunkel Jr., president of Northeastern Indiana Broadcasting Co. Inc., licensee of WKJG and WKJG-FM. Hilliard Gates is station manager.

Amateurs Gain

ADDITIONAL frequencies have been allotted amateurs by the FCC in adopting Order 130-0, amending Order 130-L, and supplementing M and N orders in that series. Released for immediate use is the frequency band 430-450 mc. with AO-1-2-3-4-5 emissions, and special emissions for FM (radiotelephone transmissions and radiotelegraph transmissions employing carrier shift or other FM techniques) permitted. Peak antenna power limitation is 50 w. Order also states that amateurs should recognize that interference on frequencies within 50 mc of 2450 mc may result from emissions on 2450 mc of industrial, scientific and medical devices.

HOOSIER EXPOSITION
125 Display Booths Featured In WKMO Kokomo's Show

THE HOOSIER EXPOSITION, a varied array of merchandise booths and entertainment, was held June 4-6 at Bunker Hill, Ind., under the sponsorship of WKMO Kokomo.

The exposition, in line with its slogan, "To Keep the Folks of Our Buying Area—Buying in Our Area," featured display booths of 125 merchants, manufacturers, dealers and distributors of north central Indiana.

On the entertainment side, there were broadcasts, variety shows, an Army Air Force Exhibit and a 4-H exhibit from counties in the area.

FCC Actions

(Continued from page 82)

Applications Cont.:

Modification of CP

WTVR Richmond, Va.—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date.

License Renewal

Applications for renewal of standard broadcast license filed by: KCOL KENO KLIZ KODI KTTS KUGN KWIN WATW WHGB WHYN WMIN WRDO WRRN.

APPLICATIONS DISMISSED

Modification of CP

WGFG Kalamazoo, Mich.—Mod. CP, as mod., which authorized new standard station, for extension of completion date. DISMISSED June 11. Request of applicant.

KGFF Shawnee, Okla.—Mod. CP which authorized install new vertical ant., to mount FM ant. on AM tower, and change trans. location and for extension of completion date. DISMISSED June 11, request of attorney.

TENDERED FOR FILING

AM—1450 kc

Bessemer Bcstg. Co., Bessemer, Ala.—CP new standard station 1450 kc 250 w unl. Contingent on WTBC changing frequency.

AM—1230 kc

KOTN Pine Bluff, Ark.—CP change from 1490 to 1230 kc 250 w unl. Contingent on KGHI relinquishing 1230 kc.

AM—1520 kc

Lake County Bcstg. Corp., Hammond, Ind.—CP new standard station 1520 kc 1 kw D DA.

June 18 Decisions . . .

BY THE SECRETARY

WBUD Morrisville, Pa.—Granted license for new station 1490 kc 250 w unl. cond.; and for change of studio location.

KWRZ Flagstaff, Ariz.—Granted license for new station 1340 kc 250 w unl.

WFBL Syracuse, N. Y.—Granted license covering installation of aux. trans. at present site of main trans., to operate with 1 kw DA-N for aux. purposes only.

WTTH Port Huron, Mich.—Granted mod. CP to change type trans. and for approval of ant. and trans. location.

KRTN Raton, N. M.—Granted mod. CP for approval of ant. and trans. location.

WIMS Michigan City, Ind.—Granted mod. CP to change type trans. and for approval of ant. and trans. location.

KGNC Amarillo, Tex.—Granted mod. CP for extension of completion date to 9-17-47.

WJOB Hammond, Ind.—Granted CP to install new trans.

WBYS Canton, Ill.—Granted mod. CP to make changes in vertical ant., to change trans. and studio locations and for extension of completion date to 180 days after grant.

WPAD Paducah, Ky.—Granted mod. CP to install new trans.

WMIQ Iron Mountain, Mich.—Granted CP to install new trans.

WILX No. Wilkesboro, N. C.—Granted mod. CP to specify studio location.

KWOS Jefferson City, Mo.—Granted CP to make changes in vertical ant. and mount FM ant. on top of AM tower.

WCOC Meridian, Miss.—Granted mod. CP for extension of completion date to 6-19-47.

WOI-TV Ames, Iowa—Granted mod. CP for change of trans. location, and to change ant. system.

KIJV Huron, S. D.—Granted mod. CP to make changes in trans. equipment.

WUOM Ann Arbor, Mich.—Granted mod. CP for extension of completion date to 12-16-47.

KOKU Norman, Okla.—Granted mod. CP to change trans. site.

KXOK-FM St. Louis—Granted mod. CP to extend completion date to 1-3-48.

W10XDP St. Louis—Granted mod. CP for extension of commencement and completion dates to 6-3-47 and 12-3-47.

KELN Ely, Nev.—Granted mod. CP for extension of commencement and completion dates to 6-22-47 and 9-1-47 respectively.

Allen B. DuMont Labs. Inc., Portable-Mobile, area of Washington, D. C.—Granted license for new exp. TV relay station (W3XHC).

WLIP Kenosha, Wis.—Granted mod. CP to install new trans.; cond.

KSEI Pocatello, Idaho—Granted mod. CP for extension of completion date to 7-31-47.

WSNJ Bridgeton, N. J.—Granted mod. CP for extension of completion date to 7-21-47.

Western Waves Inc., Mobile, area of Seattle, Wash.—Granted CP for new remote pickup station (KWBZ).

KSUI Iowa City—Granted mod. CP for extension of completion date to 10-16-47.

KCRW Santa Monica, Calif.—Granted mod. CP to change type trans. and make changes in ant. system.

KALE-FM Portland, Ore.—Granted mod. CP for extension of completion date to 12-18-47.

WDNC-FM Durham, N. C.—Same to 9-8-47.

KPRA Portland, Ore.—Same to 8-6-47.

WBAX Wilkes-Barre, Pa.—Granted license for increase in power to 250 w, install new trans., changes in ant. and change in trans. and studio locations.

KSIG Crowley, La.—Granted license for new station 1450 kc 250 w unl.

WKSR Pulaski, Tenn.—Granted license for new station 730 kc 250 w D and to specify studio location.

WEEK Peoria, Ill.—Granted license for new station 1350 kc 1 kw-DA unl.

KKIN Visalia, Calif.—Granted license for new station 1400 kc 250 w unl. cond. and for change of studio location.

KICO Calexico, Calif.—Granted license for new station 1490 kc 250 w unl. and to specify studio location.

KSDJ San Diego, Calif.—Granted license for new station 1170 kc 1 kw-N 5 kw-LS DA unl.

KSWO Lawton, Okla.—Granted license for change in frequency to 1380 kc, increase power to 1 kw, hours to unl.; install new trans. and DA-DN and change trans. location.

Kenneth Edward Rennekamp, Mobile, area of Oil City, Pa.—Granted CP new remote pickup station.

WMBS-FM Uniontown, Pa.—Granted mod. CP for extension of commencement and completion dates to 4-15-47 and 10-15-47, respectively.

WLSU Baton Rouge, La.—Granted mod. CP to specify frequency as Channel 219, 91.7 mc, power as 205 kw; change trans. location and change type trans. and make changes in ant. system.

WBIR Knoxville, Tenn.—Granted mod. CP for extension of completion date to 9-24-47.

WOV New York—Granted mod. CP for extension of completion date to 7-31-47. Also mod. CP for extension of completion date for main trans.

WBAT Marion, Ind.—Granted mod. CP to change power to 500 w and install new trans.

KFH Wichita, Kan.—Granted mod. CP for extension of completion date to 8-14-47.

WARK Hagerstown, Md.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

WBEC Pittsfield, Mass.—Granted license which authorized installation of new transmitter.

WFAK Charleston, S. C.—Granted license for new station 730 kc 1 kw D.

KSD-TV St. Louis—Granted mod. CP for extension of completion date to 9-11-47.

WOIC Washington, D. C.—Granted mod. CP for extension of completion date to 12-23-47.

National Bcstg. Co. Inc., Portable-Mobile, area of Washington, D. C.—Granted license for new exp. TV relay station.

Havens & Martin Inc., Richmond, Va.—Granted CP new exp. TV relay station.

The Evening Star Bcstg. Co., Mobile, area of Washington, D. C.—Granted license for new exp. TV relay station.

WWJ-TV Detroit—Granted mod. CP for extension of completion date to 12-9-47.

Crosley Bcstg. Corp., Portable-Mobile, area of Cincinnati, Dayton and Columbus—Granted CP for new exp. TV relay station.

WLBC Muncie, Ind.—Granted mod. CP for extension of commencement and completion dates to 9-7-47 and 12-7-47, respectively.

WCVI Connelsville, Pa.—Granted license for new station 1340 kc 250 w unl.

KPRL Paso Robles, Calif.—Granted license for new station 1230 kc 250 w unl. cond.

WWXL Peoria, Ill.—Granted license for new station 1580 kc 1 kw D. cond.

KAKC Tulsa, Okla.—Granted license for new station 1570 kc 1 kw D.

WHDL Alleghany, N. Y.—Granted license for use of old main trans. as aux. with 250 w.

WTUX Wilmington, Del.—Granted license for new station 1290 kc 500 w D.

KTIM San Rafael, Calif.—Granted license for new station 1510 kc 1 kw D and to specify studio location.

KSWS Roswell, N. M.—Granted license for new station 1230 kc 250 w unl.

KWCJ Natchitoches, La.—Granted license for new station 1450 kc 250 w unl. and to specify studio location.

WJVB Jacksonville Beach, Fla.—Granted license for new station 1010 kc 250 w D.

WEHS Chicago—Granted mod. CP for extension of completion date to 12-25-47.

WTAD-FM Quincy, Ill.—Same to 9-30-47.

WPEN-FM Philadelphia—Same 12-24-47.

WSNJ-FM Bridgeton, N. J.—Granted mod. CP for extension of completion date to 7-31-47.

KXXX Colby, Kan.—Granted mod. CP for approval of ant., to change type trans., approval of trans. location and to change studio location.

WSLB Ogdensburg, N. Y.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

WREX Chillicothe, Ohio—Granted mod. CP for approval of ant., to change type trans. and for approval of trans. and studio locations.

WJMX Florence, S. C.—Granted mod. CP to change type trans.

WGFG Kalamazoo, Mich.—Granted mod. CP to change type trans. and extend completion date to 12-12-47.

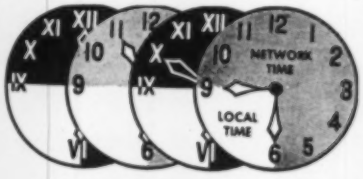
WSFC Somerset, Ky.—Granted mod. CP for approval of ant., to change type trans., approval of trans. location, and change studio location.

WABZ Albemarle, N. C.—Granted mod. CP for approval of ant., to change type trans. and for approval of trans. location.

Collinson-Wingate Bcstg. Co., Topeka, Kan.—Granted mod. CP for approval of ant., to change type trans., approval of trans. location, and change of studio location.

WAPX Montgomery, Ala.—Granted mod. CP for extension of completion date to 7-4-47.

(Continued on page 90)



Any Network Offering

can be accepted any time of day or night

AFTER all, affiliates do have local commercials which can't be moved, even though they'd like to take every network offering. So here's the plan: set uniform, constant time periods for local shows—the 3rd quarter hour of every hour. Remaining time is the network's. Thus, no more "won't takes" or "delayed ET's". Uniform local time works in all time zones. It builds station audience and sales for *all* shows alike. How about it?

The ART MOSBY STATIONS

CBS **KGVO** **KANA** • **KGFM**

ANACONDA BUTTE 250 W

GREAT FALLS 5 KW

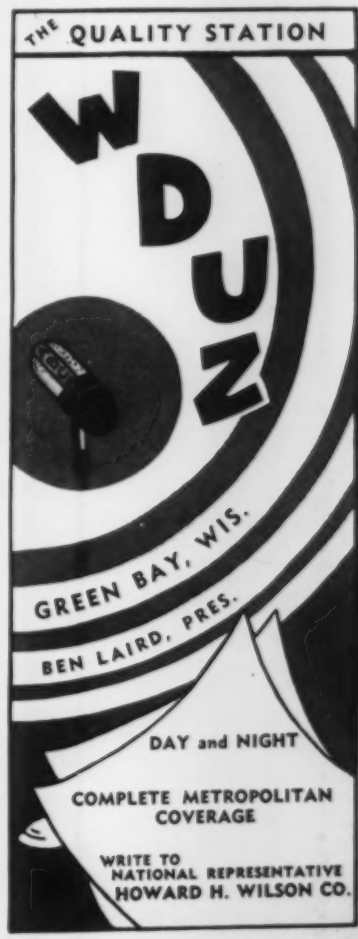
(DEC. 1, 1947)

5 KW DAY • 1 KW NITE

MISSOULA

MONTANA

SPEARHEADING THE PROGRESS OF FM
WASHington D.C.
RADIO'S BEST BUY IN THE NATION'S CAPITAL
WASH FM
EVERETT L. DILLARD GEN. MGR.
1319 F STREET, NW



FCC Actions

(*Continued from page 89*)

Decisions Cont.:

WHYN-FM Holyoke, Mass.—Granted mod. CP for extension of commencement and completion dates to 6-29-47 and 9-29-47, respectively.

WGNC-FM Gastonia, N. C.—Granted mod. CP for extension of completion date to 8-31-47.

WNYC-FM New York—Same to 12-25-47.

KDNT-FM Denton, Tex.—Same to 12-16-47.

Commodore Bcstg. Inc., Decatur, Ill.—Granted mod. CPs for extension of completion dates to 7-24-47 for WSIA and WDON, relays.

KMED-FM Medford, Ore.—Granted mod. CP to extend completion date to 9-1-47.

WFBR-FM Baltimore—Same to 12-30-47.

KLTI Longview, Tex.—Granted mod. CP to change studio and transmitter locations and change commencement and completion dates to 10 days from date of grant and 90 days thereafter, respectively.

WFNS-FM Burlington, N. C.—Granted mod. CP to make changes in ant. system.

June 18 Applications . . .

ACCEPTED FOR FILING

AM—750 kc

Montebello Bcstg. Co., Montebello, Calif.—CP new standard station 750 kc 250 w D. AMENDED to change trans. and studio locations.

License for CP

KXOA Sacramento, Calif.—License to cover CP which authorized installation of new trans.

AM—1240 kc

Home Appliance Store, Susanville, Calif.—CP new standard station 1240 kc 250 w unl.

AM—1520 kc

The Littleton Co., West Hartford, Conn.—CP new standard station 1540 kc 250 w D. AMENDED to change from 1540 to 1520 kc.

Modification of CP

WJBC-FM Bloomington, Ill.—Mod. CP which authorized new FM station, for extension of completion date.

WEAW Evanston, Ill.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1480 kc

KANS Wichita, Kan.—CP change frequency from 1240 to 1480 kc, increase power from 250 w to 1 kw-N 5 kw-D, install new trans. and DA-N and change trans. location. AMENDED to use DA-DN.

AM—800 kc

Superior Enterprises, Hammond, La.—CP new standard station 1200 kc 250 w D. AMENDED to change from 1200 kc to 800 kc; power from 250 w to 1 kw and changes in ant.

AM—1460 kc

Governor Dongan Bcstg. Corp., Albany, N. Y.—CP new standard station 1460 kc 5 kw DA unl. Request facilities of WOKO Albany.

The Joseph Henry Bcstg. Co. Inc., Albany—CP new standard station 1460 kc 5 kw DA unl. Request facilities of WOKO Albany.

AM—980 kc

WGBG Greensboro, N. C.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WSAN Allentown, Pa.—Mod. CP, as mod., which authorized increase power, install new trans. and DA-N, for extension of completion date.

License for CP

KQV Pittsburgh—License to cover CP, as mod., which authorized increase power, install new trans. and DA-DN and change trans. location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KTRE Lufkin, Tex.—Mod. CP which authorized new standard station, to change type trans.

License for CP

KVOW Littlefield, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KRIO McAllen, Tex.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

AM—1600 kc

West Allis Bcstg. Co., West Allis, Wis.—CP new standard station 1030 kc 250 w D. AMENDED to change from 1030 to 1600 kc, power from 250 w to 1 kw; change type trans.

ACCEPTED FOR FILING

AM—1450 kc

WBSR Pensacola, Florida—CP install new vertical ant.

License for CP

WSGC Elberton, Ga.—License to cover CP which authorized installation of new transmitter.

FM—100.9 mc

Northeast Georgia Bcstg. Co., Gainesville, Ga.—CP new FM station (Class A) on Channel 265, 100.9 mc, ERP 304 w and ant. height above average terrain 254 ft.

FM—Unassigned

Syndicate Theatres Inc., Wabash, Ind.—CP new FM station (Class B) on frequency to be assigned by FCC, ERP 31.6 kw.

AM—850 kc

KFUO Clayton, Mo.—Authority to determine operating power by direct measurement of ant. power.

AM—1110 kc

KFAB Omaha—License to cover CP, as mod., which authorized installation of aux. trans. (at present site of main trans.) to be operated on 1110 kc 5 kw DA-N and authority to determine operating power by direct measurement of ant. power.

Transfer of Control

WABY Albany, N. Y.—Voluntary transfer of control of licensee corporation from Raymond M. Curtis and Harold E. Smith to The Press Co. Inc. (105 sh. capital stock 52.50%).

Modification of CP

KYJC Medford, Ore.—Mod. CP which authorized new standard station, for approval of ant. and for approval of trans. location. AMENDED to make changes in ant., trans. equipment and change trans. and studio location.

WMCK-FM McKeesport, Pa.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

KRUN Ballinger, Tex.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to specify studio location.

License for CP

KTHT Houston, Tex.—License to cover CP which authorized installation of alternate main trans. to be operated on 1230 kc 250 w.

CONSTRUCTION PERMIT DELETED

TV—480-920 mc

Cherry & Webb Bcstg. Co., Near Providence, R. I.—CP for new exp. TV station on frequency to be assigned by FCC in band from 480-920 mc, power not to exceed 1 kw, emission special for color television and unl. hours of operation (W1XDZ) DELETED June 12.

License Renewal

Applications for renewal of standard broadcast license filed by: KFPW KVGB WMGA.

TENDERED FOR FILING

AM—1400 kc

Forrest City Bcstg. Co. Inc., Forrest City, Ark.—CP new standard station 1490 kc 250 w unl.

AM—1340 kc

Albert J. Felman, Joliet, Ill.—CP new standard station 1340 kc 250 w unl. Request facilities of WJOL.

AM—1580 kc

Benlee Bcstg. Co., Patchogue, N. Y.—CP new standard station 1580 kc 250 w D.

AM—930 kc

Dixie Bcstg. Co., Jackson, Tenn.—CP new standard station 930 kc 1 kw D.

AM—730 kc

Wyoming Bcstg. Co., Pineville, W. Va.—CP new standard station 730 kc 1 kw D.

Modification of CP

KNAK Salt Lake City—Mod. CP to install DA-N, approval of ant. and trans. location, using 500 w unl. on 1280 kc.

Assignment of License

KIUL Garden City, Kan.—Consent to assignment of license to The Telegram Pub. Co.

AM—1270 kc

Radio Calumet Inc., Gary, Ind.—CP new standard station 1270 kc 500 w D.

AM—1240 kc

E. E. Krebsbach, Williston, N. D.—CP new standard station 1240 kc 250 w unl.

AM—1380 kc

United Garage and Service Corp., Lakewood, Ohio—CP new standard station 1380 kc 500 w D.

Modification of CP

WREN Topeka, Kan.—Mod. CP for approval of DA-DN using 5 kw and install new trans., hours S-KFKU, with studios at Topeka instead of Lawrence, Kan.

WFFV Richmond, Va.—Mod. CP to change frequency from 720 kc to 740 kc 1 kw D.

AM—860 kc

WOAY Oak Hill, W. Va.—CP increase power from 250 w D to 1 kw D and install new trans.

Transfer of Control

WFDF Flint, Mich.—Consent to transfer of control to Trebit Corp.

Modification of CP

KYSC Yuma, Ariz.—Mod. CP for approval of DA system using 1 kw-D unl. DA-DN.

Assignment of License

WHHM Memphis, Tenn.—Consent to assignment of license to Mid-South Bcstg. Corp.

WAZL Hazleton, Pa.—Consent to assignment of license to Hazleton Bcstg. Co., a co-partnership composed of Victor C. Diehm, E. H. Whitney, Hilda M. Deisroth and George M. Chisnell.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations — 1,267 licensed, 497 construction permits, 689 applications pending (of which 412 are in hearing); FM—48 licensed, 812 initial authorizations 605 CPs and rest conditional grants), 156 applications pending (71 in hearing); television —six licensed, 59 CPs, 9 applications pending (3 in hearing); non-commercial educational FM — six licensed, 32 CPs, 11 applications pending.

June 19 Decisions . . .

DOCKET CASE ACTION
(By the Commission)

Announced adoption of order making final decision in Chicago FM cases, granting CPs for 10 Class B outlets. See story this issue.

June 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KPSC Phoenix, Ariz.—Mod. CP as mod., which authorized new standard station, for extension of completion date.

Miami Bcstg. Co., area of Miami, Fla.—Mod. CP which authorized new remote pickup station, for extension of completion date (WRGF).

WSB Atlanta, Ga.—Mod. CP which authorized installation of new trans., for extension of completion date.

WCAZ Carthage, Ill.—Mod. CP which authorized change in frequency, increase power, install new trans. and ant. and change in studio and trans. locations, for extension of completion date.

WKIL Kankakee, Ill.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

Emporia Bcstg. Co. Inc., area of Emporia, Kan.—License to cover CP which authorized new remote pickup station (KLPM).

Modification of CP

WHAS Louisville, Ky.—Mod. CP which authorized installation of FM ant. on AM tower, for extension of completion date.

North Jersey Bcstg. Co. Inc., Clifton, N. J.—Mod. CP which authorized new experimental TV station for extension of commencement and completion dates (W2XNJ).

WBGO Newark, N. J.—Mod. CP, as mod., which authorized new noncommercial educational station, for extension of completion date. Also license to cover CP as mod.

License for CP

Allen B. Du Mont Labs. Inc., area of New York—License to cover CP which authorized new exp. TV relay station (W2XQW).

Allen B. Du Mont Labs. Inc., area of Washington, D. C.—Same (W3XHD).

WNBT New York—License to cover CP, as mod., which authorized new commercial TV station.

Modification of CP

WFAS White Plains, N. Y.—Mod. CP which authorized installation of new trans. and vertical ant. and change in trans. location, for extension of completion date. Also mod. CP which authorized to change location of present licensed trans. to be used as aux., for extension of completion date.

AM—1310 kc

WDUK Durham, N. C.—CP change frequency from 1310 to 1270 kc, change hours from D to unl. and increase power from 1 kw to 500 w-N 1 kw-D. AMENDED to change frequency from 1270 to 1310 kc, install DA-N and change trans. location.

AM—1360 kc

The Sandhill Community Bcstrs. Inc., Southern Pines, N. C.—CP new standard station 1180 kc 250 w-D. AMENDED to change frequency from 1180 to 1360 kc, power from 250 w to 1 kw, change type trans. and change trans. location.

Modification of CP

KWIN-FM Ashland, Ore.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

WIP-FM Philadelphia—Mod. CP which authorized new FM station, to make changes in ant. system and change commencement and completion dates.

KGNC-FM Amarillo, Tex.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

KVAN Vancouver, Wash.—Mod. CP, as mod., which authorized change in frequency, increase power, install new trans. and DA-DN and change in trans. location, for extension of completion date.

License Renewal

Applications for renewal of standard broadcast license filed by: WJHO KOKO KBIO WHDF KHON. Applications for renewal of relay broadcast license filed by: WEPA WEQR.

APPLICATION RETURNED

Modification of CP

WBNY-FM Buffalo, N. Y.—Mod. CP, as mod., which authorized new FM station, for extension of completion date. Incomplete.

TENDERED FOR FILING

AM—1340 kc

Brunswick-Islands Bcstg. Co., Brunswick, Ga.—CP new standard station 1340 kc 250 w unl. (Contingent on WSAV releasing 1340 kc).

AM—1520 kc

Monroe Pub. Co., Monroe, Mich.—CP new standard station 1520 kc 250 w-D.

License and Authority

WCPS Tarboro, N. C.—License and authority to determine operating power by direct measurement of ant. power on 570 kc 1 kw-D.

AM—1330 kc

Graham Bcstg. Co., Graham, Tex.—CP new standard station 1330 kc 500 w-D.

Hearings Before FCC . . .

JUNE 23

FM—Hearing

WDEL Inc., Wilmington, Del.—For FM facilities.

Wilmington Tri-State Bcstg. Co. Inc., Wilmington, Del.—Same.

Keystone Bcstg. Corp., Harrisburg, Pa.—Same.

York Bcstg. Co., York, Pa.—Same

Reading Bcstg. Co., Reading, Pa.—Same.

AM—Further Hearing

United Bcstg. Co., Ogden, Utah—CP 1490 kc 250 w unl.

Ogden Bcstg. Co. Inc., Ogden, Utah—Same.

KCSU Provo, Utah—Same.

JUNE 26

AM—Further Hearing
(Before Comr. Hyde)

KTHS West Memphis, Ark.—CP 1190 kc 25 kw-N 50 kw-D unl. DA-N and move studio.

Radio Bcstg. Inc., Hot Springs, Ark.—CP 550 kc 1 kw-N 5 kw-D DA-N unl.

WMFJ Daytona Beach, Fla.—CP 1090 kc 1 kw DA-N unl.

Hot Springs Bcstg. Co., Hot Springs, Ark.—CP 1090 kc 50 kw unl. Facilities of KTHS requested.

Gets K & E Post

WALTER GORMAN, formerly producer-director on the *Hollywood Story* series on ABC, sponsored by Kellogg Co., has been named to the newly-created position of director of production in the Kenyon & Eckhardt Inc., New York, radio department. He will be responsible for all production phases of radio and television programs and production personnel. Before joining K & E he was associated with Compton Adv., Young & Rubicam and ABC, and was a writer at Warner Bros. and Columbia Pictures.

RCA Camera

(*Continued from page 19*)

unnecessary when switching from one lens to another during a show.

The operator focuses the picture by observing the image on the screen of the electronic view-finder. This view-finder employs a five-inch kinescope which permits the operator to see the exact image which his camera is picking up. Since this picture is identical to that which is being transmitted to the camera control equipment, the operator is able both to frame and focus the picture accurately and to monitor its quality.

The electronic view-finder eliminates the need for a complete set of duplicate lenses previously required for an optical view-finding system. Limitations such as parallax, dimness of image and necessity for a system of synchronizing camera lens and view-finder lens, required in an optical system, also are eliminated.

A viewing hood extends over the face of the picture tube to shut out external light. The hood can be tilted up or down to enable the cameraman to view the kinescope from different operating positions. Controls for centering, linearity, brightness, contrast and picture height and width, are adjusted when the camera is first set up. Controls for adjustment necessary during actual operation are located on a remote camera control unit.

'On-the-Air' Light

An "On-the-air" tally light inside the view-finder hood flashes red when the camera is supplying video signal to the transmitter. Red signal lamps on either end of the camera indicate to the announcer and actors which camera is "on the air."

Two sets of telephone jacks in the camera provide communication facilities for the cameraman and producer or dolly operator. A headset provides program sound in one ear and communications in the other, while a microphone allows the operator to communicate with the other personnel on the line.

All electrical connections are carried through a single, 24-conductor cable, which plugs into the bottom of the camera. This cable, which is less than one inch in diameter and contains three coaxial lines and 21 separate conductors, carries the video signal, power supply, synchronizing, monitoring and intercommunications circuits.

Ads Herald WNBW

LARGE-SPACE ads bearing the headline, "Today NBC Television Goes on the Air in Washington," will appear in the Washington *Daily News*, *Evening Star* and *Post* on June 27 to herald the official opening of WNBW, network's new video station in that city. Ad will list the opening day's programs, largely originating in New York and to be piped to Washington by coaxial cable.

THREE KHMO HANNIBAL, Mo., staff members—(l to r) Wayne W. Cribb, general manager, Evelyn Baustian, continuity writer, and Mary Alice Miller, bookkeeper—used rubber boat to get to KHMO studios during flood. When Mississippi River reached record-shattering high mark June 6, threatening both Missouri and Illinois farms in the Hannibal area, KHMO adopted 24-hour emergency schedule. In order to keep listeners posted on the levee situation and warn them of anticipated break-through, KHMO chartered a radio-equipped plane. Broadcasts from plane were picked up by KHMO's shortwave receiving equipment, then fed into regular transmitter.

Zenith Radio Corp.'s President Urges Congress to Save Future of FM, Video

PROTEST TO CONGRESS was circulated last week by E. F. McDonald, president of Zenith Radio Corp., urging that steps be taken to "save the future" of FM and television.

Mr. McDonald, in a letter sent to many members of Congress, suggested that this could be done by a "suitably amended" White Bill and passage of the Lemke Bill which would return FM from the 100 mc band to 50 mc's.

Along with his letter he enclosed a communication sent earlier to Chairman Denny of the FCC asking that the "two injustices"—to FM and television—be corrected by prompt FCC action.

He wrote to Chairman Denny:

"Two injustices have been done, and both television and FM have been seriously injured, as a result of engineering errors of 1945. Why not face the facts and correct the situation now, before further damage is done? You can do so by moving television immediately to its ultimate permanent home you have provided in frequencies above 500 mc, where there will be no interference from other services and there are enough television channels available to provide reasonable insurance against interference. At the same time you should give FM the additional channels it needs by restoring to it the 50-mc frequencies and retaining the present 100-mc band which renders a good metropolitan service."

He pointed out that "there will be no time in the future when frequencies can be changed with harm to so few and benefit to so many." He claimed there are today only a "few thousand" 50-mc television sets in the hands of the public, but "from four to five hundred thousand" 50-mc FM sets which might be saved from total obsolescence by restoration of the old band to FM.

He pointed to testimony given at the FCC television interference conference held two weeks ago as giving ample evidence that the suggested changes should be made.

'Serious Mistake'

Those hearings, he declared, showed "it was obvious that a serious mistake was made in placing television in the 50-mc band, even temporarily."

"Witness after witness," he continued, "testified that television, sandwiched here between police, amateur, mobile phone and FM channels was being interfered with by all of these services."

This interference, he maintained, is trivial now, to what it will be when new stations already authorized go on the air.

The letter and the protest to Mr. Denny went to Sen. Charles W. Tobey (R-Vt.) and Rep. Robert F. Jones (R-Ohio), new appointee to the FCC, among others.

WJBK, WHIZ Sales Are Granted by FCC

Detroit Local Will Transfer For Record Figure

APPROVAL was granted by FCC last week to sale by Fort Industry Co. of WHIZ Zanesville, Ohio, for $272,500 and purchase of WJBK Detroit for $698,285.14. Both are local stations, WHIZ 250 w on 1240 kc and WJBK 250 w on 1490 kc.

WHIZ is sold to Southeastern Ohio Broadcasting System, associated with the Zanesville *Times Signal*. Conditional FM grant is included. Fort Industry acquires WJBK and WJBK - FM from James F. Hopkins, (41%), president and general manager; Richard A. Connell Jr. (53%), auto distributor and real estate owner, and Henrietta Connell (6%). The WJBK consideration is said to be a record figure for local outlet. The Connells and Mr. Hopkins also own Huron Valley Broadcasters Inc., permittee of WHRV Ann Arbor, Mich.

Fort Industry Co. is owned by: George B. Storer (73%), president; J. Harold Ryan (11.8%), vice president, and Frances S. Ryan (14.9%). Fort Industry owns WGBS Miami, WSPD Toledo, WLOK Lima, Ohio, WWVA Wheeling, WMMN Fairmont, W. Va., and WAGA Atlanta. It also holds an 8.75% interest in Queen City Broadcasting Co., licensee of KIRO Seattle and permittee of KDSH Boise, Idaho.

Southeastern Ohio Broadcasting System is owned equally by: Clay Littick, president; Orvil B. Littick, vice president; Ernest B. Graham, secretary treasurer; Arthur S. Littick, and Clarence A. Graham. The Litticks own the *Times Signal* while E. B. Graham has local business interests and C. A. Graham is an attorney.

Because of Fort Industry's ownership of seven AM stations, the FCC had refused to act on the WJBK transfer until the WHIZ application was filed [BROADCASTING, Jan. 6]. After subsequent formal notice of the WHIZ sale the Commission in April voted for consolidated hearing on the cases. The applicants petitioned for reconsideration and grant without hearing, answering issues cited, which petition was granted by FCC last week.

FAVORITE VOICE OF QUAD-CITIES
WHBF

- Largest market in Illinois and Iowa, outside of Chicago.
- Over 200,000 urban population.
- No outside station can compare with WHBF for right-at-home SELLING POWER.
- WHBF shows the best BMB report of any Quad-City radio station. Ask for it.
- For more information, write Avery Knodel, Inc., New York, Chicago, Los Angeles, San Francisco. (Station Representatives)

Voice of the QUAD-CITIES
Rock Island, Moline, E. Moline, Ill. - Davenport, Ia.
BASIC ABC
WHBF
5000 WATTS 1270 KILOCYCLES

Hooper Survey Reveals
INTERMOUNTAIN NETWORK first..
MONTANA
IDAHO
WYOMING
UTAH
IN INTERMOUNTAIN WEST
Ask AVERY-KNODEL For Details

FTC Jurisdiction

(*Continued from page 13*)

plaint is based on a program called *The Sports Circus*, sponsored by the Kennedy Floor & Tile Co., named as co-defendant with the station. The program in question contains complete information with respect to horse races conducted throughout the U. S., such as conditions of the track, post time, winners and prices paid for first, second, and third place in each race.

This information, says the complaint, "is of substantial use and interest to persons violating the laws of the District of Columbia and the states of Maryland and Virginia through the placing of bets on the result of horse races and petitioner is informed and believes that wagers and bets are settled and paid upon the basis of the information furnished by Radia Station WGAY." The complaint then goes on to cite the laws which make horse racing and gambling of all forms illegal within the District and the state of Virginia, and points out that although horse racing and betting is permitted at certain licensed tracks in Maryland, all other gambling and betting on races are against the laws of that state.

But in addition to use of this information by bookmakers and gamblers, charges the complaint, Capital Broadcasting Co. has been informed by the Metropolitan Police Dept. that information such as is being broadcast by WGAY "is also used by persons interested in the operation of a lottery known under its common name as the 'numbers game.'" "The numbers lottery," it continues "is illegal, contrary to the laws of the District of Columbia, Maryland and Virginia and to the public interest of their citizens."

How It Operates

Complaint then gives a detailed explanation of how the numbers game operates and how the winners are determined and charges that "the information upon which the winning numbers are determined is first available through the broadcasts of WGAY and that payments under this lottery are being made upon the basis of such information."

As further proof that such information is used illegally, the applicant cites his own personal experience. He points out that WWDC used to broadcast such information, but when it was learned from the Police Dept. that it was used for placing illegal bets and the numbers lottery, the station voluntarily removed from its programs all information with respect to prices paid at the various race tracks. "Possessed of this information," the applicant continues, "Capital Broadcasting Co. feels that it is under a strong moral compulsion and a legal obligation not to adopt the practices presently entertained by WGAY in the broadcast of parimutual prices and other information which is of value to those conducting illegal enterprises which are injurious to the public interest."

In the second complaint against WARL and Zlotnick The Furrier, the charge centers around a Zlotnick-sponsored program entitled *Dollars for Answers*. "The program," says the complaint, "attracts listeners and potential customers through the medium of a 'money-give-away' wherein listeners to the program are, through lot or chance, offered cash prizes as a reward for listening to the program."

According to the applicant, the medium by which listeners are attracted "constitutes a lottery and is illegal, contrary to the laws of the District of Columbia, Virginia and Maryland and to the public interest and welfare of their citizens."

The program in question is five minutes long and is broadcast every half hour from 8 a. m. to close of broadcast day, approximately 24 to 28 times a day. Each program consists of a question and answer read over the air pursuant to which a telephone number, selected by lot or chance, is dialed. If the person answering the phone can give the correct answer, he receives a cash prize, but if not, he is told that he would have known the answer had he been listening to WARL.

Element of Skill Absent

Thus, says the complaint, the element of skill or knowledge is absent for the questions asked are such that the answers can be known only by listening to each individual program wherein answers are supplied. The possibility of potential winners getting the necessary information from other sources is precluded by changing the question every half hour.

"All three elements necessary to constitute a lottery are present in the program described above," says the complaint. The elements, prize, consideration and chance, are explained as follows. The prize is the money award offered. The consideration is the requirement that potential winners listen to the station in order to secure the information necessary to answer the question asked. The chance lies in the random selection of the telephone numbers called.

Summarizing the effect of the program, the complainant charges, *Dollars for Answers* constitutes an appeal to the gambling instinct of the general public and attracts listeners and potential customers upon the basis of "Something for Nothing." It is further pointed out that past decisions of the FTC, as supported by the courts, have consistently held that the use of a lottery in the promotion of goods or services, constitutes an unfair method of competition and an unfair practice in commerce.

Another danger, according to WWDC, in addition to the illegal aspects of the program, is that it might start another epidemic of give-away shows. "The ultimate end of such methods of competition," says WWDC, "has always been a lowering of the program standards involved and competition for listening audience has been reduced to the principal of offering a bigger lottery at more frequent intervals."

Dollars for Answers is also contrary to the provisions of Section 316 of the Communications act of 1934, according to the complaint. This provision deals with lottery broadcasts.

FCC Power Limited

This, however, says the complainant, "does not afford the public a remedy which will serve to eliminate the unfair methods of competition complained of and protect the public interest." The FCC, charges the brief, has often been concerned with problems similar to this and has never been able to effectively control their broadcast. The power to censor programs is expressly denied the FCC, it continues, and therefore FCC power to protect the public interest is limited to such indirect actions as may arise in connection with application for license or renewal of license.

In view of this situation, the applicant concludes that "effective jurisdiction to prevent the continued injury to the public interest from the practices complained of rests in the FTC." No other agency, according to WWDC, has the jurisdiction to proceed against an advertiser who uses unfair or illegal methods of advertising in the solicitation of customers to the detriment of the public.

The Communications Act, says the applicant, does not restrict action by the FTC, but to the contrary provides for it in Section 313

NEW PRESIDENT of Boston Advertising Club, Harold E. Fellows (l), general manager of WEEI, Massachusetts capital's CBS outlet, stands by at club's final meeting of season June 10 as retiring president, George C. Wiswell, receives gifts, including deep freeze, two platters of meat, a pigeon and a commodore's outfit.

which states that a court reviewing or enforcing a decision of the FTC may, in addition to all other penalties, revoke a license of a broadcast station licensee subject only to such rights of appeal or review as may be provided by law with respect to orders and judgments of said court.

These unfair practices are now used by various advertisers and stations throughout the country, according to the complaint, and no effective method of control has yet been determined. The applicant further believes that the situation is due to get worse because of the coming period of increased competition which will result in the adoption of similar methods of illegal programming by stations not now using the same, unless these unfair methods of competition and unfair practices in commerce are eliminated throughout the industry.

WWDC therefore requests "cease and desist orders with respect to the unfair methods of competition and the unfair practices in commerce outlined above." This, says the station, "would set a precedent and would serve to correct a large percentage of the unfair practices in commerce now being followed by various advertisers and radio stations throughout the nation and would eliminate the necessity for individual complaints of a nature similar to the foregoing."

New WHIT Manager

APPOINTMENT of Gordon A. Scheihing as station manager of WHIT New Bern, N. C., has been announced by Louis N. Howard, president of Coastal Broadcasting Co. Inc., which owns and operates WHIT and WJNC Jacksonville, N. C. Mr. Scheihing entered radio in 1930 when he joined WCAO Baltimore as a member of the program department. He was named program director of the station in 1935, and served continuously in that post until he resigned recently to accept the WHIT appointment.

Jones—Republican

(*Continued from page 13*)

elected to Congress but because it was deemed essential knowledge for good citizenship.

His basic tenets of hard work and economy were also gained early in life. He worked his way through high school and college—Ohio Northern U. where he graduated in 1929. He was an honor student and class orator—no athlete in spite of his big build because his working schedule consumed most of his time.

After attaining his law degree he opened private practice in Lima. The political "savvy" learned from his father earned his appointment as county prosecuting attorney in 1935. From the P A's office it was a short step to the campaign platform and in 1939 he was elected to the 76th Congress and each successive Congress thereafter.

Politically, Mr. Jones has always stayed well within the party reservation and bitterly opposed the Administration, especially on spending policies. Thus he is lined up with the conservative members of the GOP.

Aside from these qualifications he has one other—a non-political asset. He has a fine tenor voice, useful not only on the floor of the House and in Committee, but in his earlier days when he was working his way through college as a breadwinner.

As far as could be learned on Friday, party councils were adequately forewarned of the appointment of Mr. Jones. There was surprise in one quarter, however—surprise which caused surprise. Senator Wallace H. White Jr. (R-Me.), Senate majority leader and Hill communications expert, said he was surprised at the President's action in withdrawing Commissioner Wakefield's nomination. He said that he knew of no complaint against the Commissioner and could not understand the White House action.

His experience on the Appropriations Committee gave him an abiding interest in economical government and improved administrative law. Of the latter he says: "Administrative law is in its infancy and provides a real opportunity for public service."

Working with the problems of the Interior Dept. also gained him considerable insight into power and common carrier matters, and it is in this field and public administration that he will likely make himself felt during his career to be in the FCC.

Mr. Jones said he was "very pleased" at his appointment. He added laughingly that he would not miss the biennial campaign battle and would welcome the chance to "settle down" in Washington where he has raised a nine-year-old daughter and a son just graduated from high school. His wife, the former Ida Marie Spreen, was in his college class and graduated with him.

One of the first things he will have to do before joining the Commission is dispose of an 18% interest in Northwestern-Ohio Broadcasting Corp. grantee for a new FM station in Lima, Ohio. Grant was issued on Jan. 22. The company is also one of three applicants for 1150 kc with 1 kw in the Lima, Dayton and Columbus area. Hearing has been held but no decision has been issued.

BMB Meetings

(*Continued from page 20*)

by educating them in the most effective use of its data, the commitee felt.

This committee also suggested that the BMB research committee investigate the possibility of setting up some sort of standard measurements for stations to use between BMB surveys, especially if the next study is not to be made until 1949. Stations going on the air or improving their facilities since the 1946 study will wish to present new data to advertisers and agencies, it was felt, and it would be better for these data to be standardized on a BMB-approved formula than for each broadcaster to make his own study using individual methods. One of BMB's major advantages is its standardization of station audience statistics, the group pointed out, and this should not be lost in the period between national studies.

A proposal that BMB's regulations be changed to permit subscribers to authorize the editorial use of their BMB data in summary form was discussed at length by the committee on by-laws and procedures, meeting Wednesday, which recommended its approval by the board. Group also recommended several technical procedural changes in BMB operations. Final preparations for the Friday board meeting were made by the Executive Committee on Thursday.

THE CBS "Patti Clayton Show," previously scheduled to begin June 21, 7:30-8 p.m., has been cancelled as Miss Clayton has been called to Hollywood to fill another engagement. The show will be replaced by "Oklahoma Roundup."

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WOW
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NBC
AFFILIATE
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590 KC
WRITE, WIRE, OR PHONE
JOHN J. GILLIN
or JOHN BLAIR

Hon. Frank Reed
Hill Blackett Agency
Chicago

Dear Frank:

I just found some new figures on the Boss' desk and thought you might be interested. Kanawha County property values have risen more than $2,000,000 since last year and the tax assessor says there are various reasons but that ". . . better business is the main cause." That's one thing we've been havin' down here in these hills for the past 52 years (I was 52 yesterday) is "BETTER BUSINESS". Before you place any bets, check the Chemical Center of the World. You can't lose! It's a sure thing!

Yrs.
Algy

WCHS
Charleston, W. Va.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

Jones Nominated

(*Continued from page 13*)

was no explanation from the White House. The only recent precedent for such an action in radio was in 1943, when President Roosevelt withdrew the nomination of the late George Henry Payne of New York as a Republican member of the Commission 24 hours after it had been sent up. There never has been an official explanation of the Payne overnight rise and fall. The best available explanation was that something had "slipped".

In the case of Mr. Wakefield, there also may have been a "slip." His nomination was sent to the Senate on May 21, when the President was in Independence, Mo., at his mother's bedside during her recent serious illness.

Intention of the Senate Interstate Commerce Committee to investigate the party status of Mr. Wakefield developed formally June 12 when Sen. Wallace H. White Jr. (R-Me.), chairman of the Committee, named a subcommittee of three Senators. This committee, comprising Senators Clyde M. Reed (R-Kan.), Edward H. Moore (R-Okla.) and Tom Stewart (D-Tenn.), was to meet June 26 to consider Mr. Wakefield's qualifications.

Comr. Wakefield was appointed to the Commission in March 1941 to succeed the late Thad H. Brown of Ohio, Republican. He has a public utilities background, having previously served as president of the California Railroad Commission. His first contact with FCC came in 1938 when he was called in to assist in an inquiry into the Pacific Telephone and Telegraph Co. telephone rates. His party affiliations came through activities on behalf of the Republican Central Committee of his home county of Fresno, of which he was secretary from 1920-21. He subsequently became a member of the State Republican Central Committee and was a delegate to the Republican National Convention at Chicago in 1932.

Impact of Action

The President's action struck the FCC with tremendous impact. Chairman Denny was in Atlantic City presiding at the International Telecommunications Conference and up to press time made no comment. Commissioners on the scene in Washington were aghast. It was the first sign of cleavage between the White House and the FCC.

Speculation arose as to whether the FCC situation was discussed by the President with J. Leonard Reinsch, his radio adviser and personal friend since the vice-presidential campaigning days of 1944. Mr. Reinsch, managing director of the Cox radio stations (WSB Atlanta, WIOD Miami, WHIO Dayton) had accompanied the President on his trips to Kansas City, Canada and Princeton during the last fortnight.

Under the existing law, not more than four members of the Commission can be of the same political faith. Technically, there are only three Democrats on the Commission — Denny, Paul A. Walker of Oklahoma, vice chairman, and Clifford J. Durr of Alabama. Mr. Durr's term expires June 30, 1948, and there are constantly recurring reports that he intends to leave before that time, probably to accept a law professorship at Yale or Alabama.

Messrs. Wakefield and Rosel H. Hyde, of Idaho, former general counsel, were named as Republicans. Commissioners E. K. Jett, of Maryland, and E. M. Webster of Washington, D. C., were named as independents.

It is doubted whether Mr. Jones, once he qualifies, will be named chairman. That appointment, under existing law, is made by the President. While the appointment of a Republican chairman is not unprecedented, it is hardly regarded as likely. Reports have persisted that Chairman Denny intends to resign after the International Conference and probably no later than the end of 1947 either to enter the practice of law or to accept an operating post in radio. Mr. Denny repeatedly has denied such reports. Whether the current explosive developments will have any bearing upon his decision will depend upon events in the immediate future.

The general impression in Washington radio circles last week was that anything can happen.

Feature

(*Continued from page 10*)

editor of the *Pittsburgh Press*, was flown to Portland for the ceremony. Recently it was used to break ground for a new KDKA-FM installation.

Construction is to begin at once on new KEX transmitter and present plans call for operation of the station with new equipment at ten times its present power before the end of the year.

The transmitter will be centered in a 46-acre plot adjoining the Southern Pacific Railroad right-of-way. Building will be a one-story stucco structure of rambling ranchhouse design. It will provide a central transmitter and equipment room, reception lounge, office, kitchen, shower bath, garage and storage space. Three 450-ft. antenna towers will be located immediately back of the building.

Westinghouse broadcasting activities in the Pacific Northwest date from late 1944 when KEX was purchased from the Portland *Oregonian*. Last year a three-story building was acquired and remodelled into six ultra-modern studios, five control rooms, a central equipment room and 12 daylight offices. An application for FM is now before FCC.

WING, ABC Tiff On Affiliate Pact

Time Clause in New Contract Causing Differences

REPORTS from New York and Dayton indicate that WING, 5-kw outlet at Dayton, and ABC have come to a parting of the ways, with the network refusing to renew its contract with the station on a two-year mutual cancellation clause basis, as in the past, and WING, in turn, refusing to continue with ABC unless it can retain the two-year clause.

An ABC executive told BROADCASTING Thursday: "It looks as though we're out of Dayton." Explaining, the ABC spokesman said that WING rejected a renewal contract containing a six months' cancellation clause and that ABC had countered with a contract calling for one-year cancellation notice by either party. WING likewise turned down this alternate proposal, the ABC executive said.

WING's version of the story, as told by John Pattison Williams, executive vice president of both WING and WIZE Springfield, Ohio, was this:

Williams' Statement

"Our contract with ABC was signed by WING and sent on to the network several days ago [statement was issued June 14]. Provisions called for a two-year non-cancellable contract under terms of which we have operated in the past. However, ABC returned a contract to us calling for a six-month cancellation clause. Such a contract offers but little protection to WING, its listeners and advertisers, and out of fairness to all of us we have refused to sign."

Mr. Williams then went on to explain that under its new plan of independent operation "WING can even more fully function as 'The Dayton Station.'"

Modifying an announcement he made June 14 that WING's new operating schedule without programs from ABC had been inaugurated that day, Mr. Williams the following day said that negotiations with ABC had been reopened following receipt of a teletype message from the network. This resumption of talks with the network apparently proved fruitless, however, in view of subsequent developments.

Elaborating on what he had had to say about ABC's departure from Dayton, the network executive contacted by BROADCASTING said that last March ABC offered WING and WIZE similar contracts containing six months' cancellation privileges for both ABC and the stations. The WIZE contract, he said, was signed at once, and he added that a fortnight ago WING had returned a contract to ABC with the six months' cancellation clause deleted.

Appointment of Jones Bears On the Entire Radio Picture

WHAT MANNER of man is Congressman Robert F. Jones, Republican, of Lima, Ohio, nominated last Wednesday for appointment to the FCC?

This is a story picked up from the "printer's stone" at the plant where *Broadcasting* is published. On May 21—the day the White House sent to the Senate Comr. Ray C. Wakefield's nomination for another seven-year term from June 30—there was sent to the printer's an editorial which was to have been published in the May 26 issue of *Broadcasting*. When the nomination went up the editorial was withdrawn.

We publish the editorial herewith, not in any criticism of Comr. Wakefield, but because it has a bearing on the whole radio regulatory picture.

Paging a Mr. Jones

OVER THE YEARS—16 of them—this journal has tried to speak out in defense of a sound, alert American radio, unfettered by Government and free to operate in the American tradition.

What we are about to say is in that same spirit. It may not rest well with certain people.

We agree with students of Government that good men can make the poorest statute appear to work well, while bad or incapable men can impeach the integrity of the most carefully drawn law. For more than a decade we have advocated new legislation to replace the present antiquated radio statute. That advocacy, we hope, is about to be realized. But a new law, however well drafted, requires good administration.

There has been a laxity about appointments to Federal posts in past administrations. Too often they go to lame ducks, not only from Congress, but from state posts. The FCC has been no exception.

Isn't it time for the appointive authority to take stock? We have been pleased with certain of President Truman's selections. We have faith in his desire to make his administration an able and effective one.

We have no candidates for the vacancy which occurs on the FCC June 30, or for those to occur on successive June 30's. But we do desire respectfully to suggest the calibre of man that should be named.

The forthcoming vacancy is Republican. We feel, therefore, the post should be filled by a Republican who has the endorsement and support of his party's leadership in Congress and the country.

The FCC is a quasi-judicial body, an arm of Congress called upon to perform a combination of legislative, judicial and executive functions. Therefore, the post should be filled by a man who himself reflects the views of the people as expressed in the election of the new Congress.

If the ideal commissioner is named, he would be one possessed of a keen sense of judicial fairness and balance, capacity for work, independence of judgment, unquestioned integrity, profound respect for the statutes *as written* and a zeal for and devotion to public service which shuns the publicity spotlight. He would also give more thought on how to save a dollar of public funds than how to find ways to spend more.

Are there such men? Are such capabilities available? The nation has been built upon their counterparts. Today the problem is to induce them to accept a $10,000 a year post—a stipend that should be increased, as were Congressional salaries last year.

We cite Congressman Robert F. Jones of Ohio as the prototype of the man we have described. We do not know Mr. Jones. We do not know whether he would accept an appointment if proffered. But in watching the Congressional drive for economy and efficiency in Government, many observers on the Washington scene have taken cognizance of him.

Mr. Jones is a 40-year-old attorney, serving his ninth year in Congress. This year he became chairman of the Appropriations Subcommittee for the Interior Dept. He did what no other Republican yet has been able to do, and he has made it stick. He cut the Budget Bureau's recommendation 47%. It was no across-the-board blunderbuss slash; it was a selective, scalpel-like operation, accomplished because Mr. Jones knew more about reclamation and irrigation and power projects than the Interior Dept. officials.

Representative Jones' operation was no spur-of-the-moment job. He had spent years as a minority committee member. When his party became the majority, he knew the facts. He did the job without rancor, bitterness, or cunning. Even those in opposition praised him.

The FCC needs competence and judicial dignity. It needs men who will not propose a budget swollen even beyond wartime years; men who will question need for a bloated accounting staff when the principal accounting function relates only to common carriers; men who will ask why that agency requires a legal staff larger than that of some of the major departments; men who will want to know what useful function is performed by an economic section in an agency having no economic duties; men who will recognize that it isn't the number of stations, but the quality of their signals that is most conducive to public service.

In short, the FCC needs men like Rep. Robert F. Jones.

President Truman, having served with distinction in the Senate, knows there are Robert F. Joneses about. It is the President's task to find them, and convince them of the magnitude of the service that can be rendered.

Butte and Beloit Get New Stations

Wisconsin Grantee Is Headed By Taylor as Manager

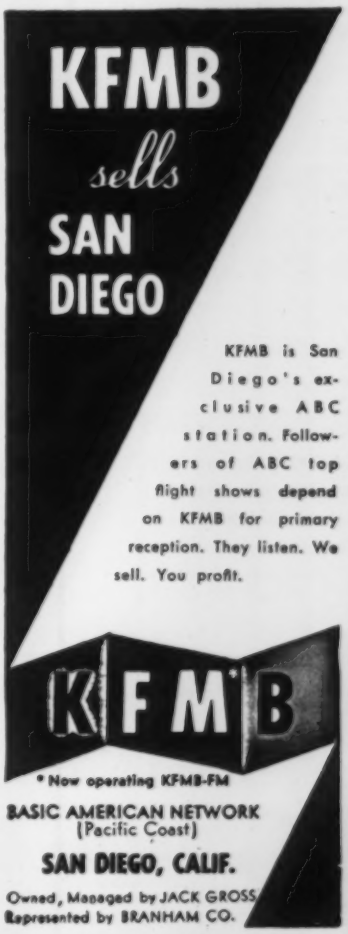
TWO NEW standard stations were authorized last week by FCC. They are: Butte, Mont., 610 kc, 1 kw fulltime, directional night, assigned Treasure State Broadcasting Co., and Beloit, Wis., 500 w daytime on 1380 kc, assigned Beloit Broadcasters Inc.

Treasure State had been consolidated for hearing with applications of KOPR Butte and KIFI Idaho Falls. But the KOPR request, for modification of permit to change frequency to 580 kc, was removed from hearing and dismissed and KIFI, which sought change to 550 kc was granted leave to amend its application to request 1060 kc. The Commission on its own motion ordered the Treasure State application removed from hearing and granted.

The grantee is composed of: Paul Cannon, retail merchant, president and 33⅓%; Joseph E. Parker, auto dealer, vice president 16⅔%; W. D. Murray, Washington attorney, secretary-treasurer 16⅔%, and A. W. Sandack, attorney, formerly with KSL Salt Lake City, 33⅓%,

The application of Beloit Broadcasters also had been in consolidated hearing, with Wired Music Inc., Rockford, Ill., applicant for 250 w fulltime on 1400 kc. Beloit Broadcasters first had sought 1 kw but later amended its request to seek 500 w and in the proceeding it was found that with this power there would be little interference to the operation of the proposed Wired Music Inc. station. FCC therefore granted the Beloit applicant's petition for severance from hearing and grant.

Principles in Beloit Broadcasters are: William P. Taylor, senior engineer at WLS Chicago, president and general manager; Lloyd Burlingham, one-third owner of WAUX Waukesha, Wis., vice president, and Russel G. Salter, also one-third owner of WAUX, secretary-treasurer. Each holds a third interest.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White Bill Hearings

(*Continued from page 15*)

might devote 10% of a decision to consideration of a community's ability to support new stations and 90% to the applicant's qualifications.

Mr. Denny said FCC possibly should reserve frequencies for communities which have inadequate service, as in FM and television allocation plans, but that he thought it is too late to re-engineer AM.

He urged Congress to be specific, if it intended to limit competition, and write into the bill "the precise formula . . . so that we will know just how much of the present theory of free competition is to be retained and how much is discarded."

Denny 'Seriously' Objects To Bill's Prohibition

FCC found "serious objection" to the bill's prohibition against FCC regulation of multiple ownership, including the provision limiting one owner to coverage of not more than 25% of the U. S. population. On this basis, Mr. Denny said, one licensee could have stations serving the entire population of 20 of the 22 states west of the Mississippi. FCC's last 100 non-hearing grants could have gone to a single licensee under the White Bill, he added, pointing out that they would serve only 24,000,000 persons—"9,000,000 less than the 25% rule."

He opposed any single standard governing all classes of service, saying he preferred present numerical rules and policy over the 25% plan.

He pointed out that the 25% standard would make it necessary for each network to dispose of its New York or Chicago outlet, and in addition CBS would have to sell at least one other station and NBC at least two. Defending the importance of network owned stations, he said that "in return for the power [the networks] have been given, we get much," and service would be impaired if they were forced to give up key stations. He asserted:

> Certainly a much more serious problem is raised by the same person owning a station in every city in New England, for example, than is involved in the ownership of stations by the networks in key cities. Yet under the proposed amendment the networks would have to dispose of many of their existing stations while one person would be permitted to own a station in every city in New England.

He did not object to incorporation of the present duopoly rule into the bill, but felt that "in the interest of flexibility such matters are best reserved for rules and regulations."

On behalf of Comr. Jett he presented a separate statement in which Mr. Jett, while not subscribing to the 25% rule, voiced belief that a "formula based on coverage of listeners comes closer to solving this problem than any other formula."

Expressing opposition to "any restriction which specifies a particular ceiling," Mr. Jett's statement suggested further studies giving "ample weight" to (1) present ownership situation as related to population served; (2) ownership of multiple stations including one in an area which does not receive primary service from other stations; (3) geographical distribution; (4) engineering considerations.

Chairman Denny viewed the proposed law on license renewals as generally "an improvement on the existing law," declaring:

> It makes explicit what is now implicit, namely that there is a distinction between censorship of radio program material, in which the Commission does not and should not indulge, and the consideration of the overall service of a station, including its program service, in determining whether a station has operated in the public interest.

He pointed out that the Act would write FCC's present network broadcasting regulations into law but forbid further rules. FCC, he argued, should not be deprived of this right. When he noted that the Supreme Court upheld the rules, Senator White replied that the old dispute was not with the rules but with FCC's right to make them, and that he personally still holds that FCC had no such right, "notwithstanding the Supreme Court."

Mr. Denny said FCC may itself revise existing network regulations applicable to FM and television.

First bid for the closing argument of the hearings was made by the FCC chairman in discussing the bill's requirement that newscasters identify their sources. He said the plan appeared desirable in principle but unworkable in fact, but asked permission to reserve final judgment until he had heard the opinion of networks, station operators, and newscasters.

He regarded the political broadcast sections as desirable except those limiting the persons who may be granted broadcast time and the prohibition against campaign broadcasts for 24 hours before election day. But he said Comr. Jett opposed the section on grounds that "broadcasting should be as free as other media for the dissemination of news and opinion."

Mr. Denny suggested that licensees might be forbidden to censor material they regard as libelous but be absolved of responsibility for libel.

He saw nothing advantageous in proposed changes in network option time rules "unless there is a substantial gain, of which we are not aware." Under the bill, he noted, networks could option slightly more choice listening time but would have a more limited choice of overall option hours.

He regarded the Commission's Avco "auction" rule as the main target of the bill's transfer section, and defended the present open-bidding procedure as being designed to cure discrepancies arising out of the existing Act.

Turning to provisions relating to revocations, he approved the portion authorizing FCC to issue cease and desist orders against broadcasters who violate the Act or the conditions of their licenses, but viewed other parts as a pointless substitution of general for specific language.

He suggested that, if existing appellate procedures sections are to be amended, they provide for appeals either to the Circuit Court of Appeals in the station's locality or to the U. S. Court of Appeals for D. C.

Mr. Denny was questioned closely regarding FCC policy on newspaper ownership of stations. He said one section of the bill appeared to mean that newspapers or other groups might not be banned from ownership, which "merely represents present practice." But he warned that it would be detrimental to public interest if the section should mean that FCC may not consider an applicant's business in deciding competing applications.

Responding to Senator Magnuson, he said he saw no "urgent need" for the bill as proposed but that he thought Congress should review the laws and the agency's operations "from time to time." He said FCC had some other legislative proposals but preferred to let them wait until the January session of Congress.

MUTUAL's representatives at the hearings included President Edgar Kobak (r), and Robert D. Swezey, vice president-general manager.

TUESDAY AFTERNOON

Frank Roberson, chairman of the Legislative Committee of the Federal Communications Bar Assn., was the second witness before Senator White and confined himself entirely to the procedural and appellate sections of S. 1333.

Judge Roberson expressed broad approval of these sections, praising the proposal that the FCC Chairman be elected annually by the whole Commission instead of as at present by Presidential appointment for the full seven-year term. The Association also favors the provision that the Chairman not be a member of either two proposed Divisions but remain as chief executive officer of the FCC.

Detailed approval was expressed of the all important amendments to Section 402 (a) of the present Communications Act having to do with appellate procedures. Judge Roberson said extension of appellate jurisdiction to the United States Court of Appeals for the District of Columbia over orders to which the three-judge court now has sole jurisdiction would be more convenient and inexpensive to all parties concerned. He emphasized also that the Appeals Court has the advantage which the three-judge court by its nature cannot have of an established body of law on communications.

Amendment Clarifies Decisions and Orders

Paramount advantage of the amendment, however, he continued, is that it "clarifies the types of decisions and orders of the Commission as to which appeals may be had." Approval was also given to a section which would provide appeal to the Supreme Court "as

NBC AFFILIATE

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Brewing Co., Inc.

makers of Fitzgerald's Beer & Ale have continuously presented the five-star final NEWS IN SPORTS at 11 p.m., six days a week on WINR ever since October, 1946, just two months after WINR went on the air.

When in Rome, Do as the Romans Do . . .
PUT YOUR MONEY ON THE
WINR
BINGHAMTON, N. Y.
HEADLEY-REED, *National Representatives*

a matter of right" in revocation and renewal proceedings where the Commission has revoked a license or denied a renewal.

At the conclusion of the first day's session (Tuesday) Senator White remonstrated against six witnesses for NAB, expressing the view that one might readily handle the presentation and that Judge Miller certainly was qualified to present the trade association's case.

He referred to "legislative filibuster technique" and said that such a thing could happen in a county as well as in Congress.

"I hope this hearing can be concluded and that the committee will have a chance to labor and report the draft bill to this session of Congress," the Senator said. "Whether there is time to enact the legislation at this session I just won't dare to assert. I do not know whether there is or not. I know there will not be if every interest who has a concern with radio feels it must put on a group of witnesses.

Want to Get Legislation Before This Congress

"We want to get this legislation before this Congress and we want to get it before Congress whether we can pass it at this session or not, because if we find we cannot pass it at this Congress, then we will have gone a long way towards preparing legislation for the next Congress.

"I think we might as well recognize that there's going to be legislation either at this session or the following Congress. I feel that the sooner we get right down to grips with the thing and recognize that fact, everybody is going to find himself in a happier mood about the situation.

"They will have some certainty of knowledge, and they will not be up in the air as we have been for the last three or four years about this.

"We're crowded to death up here, almost. There are deadlines. I want to get this legislation in draft form and in before the Senate before we recess (the date set is approximately July 25). I want to make every possible effort to do it.

". . . I just hope that you people who are interested in radio feel that the sooner some of these questions are settled, the better it will be for everybody. You will have a stability and you will have an assurity that it is worth something to the industry."

WEDNESDAY MORNING

NAB president Miller on Wednesday challenged the whole philosophy upon which the present and proposed communications law is based and struck sparks from a usually placid Senator White who defended his proposal with unaccustomed vigor.

FLANKING ABC President Mark Woods (extreme r) are (from l): Fred Weber, general manager of WDSU New Orleans; James A. McKenna Jr., attorney; Joseph A. McDonald, ABC vice president, secretary and general attorney, and Robert H. Hinckley, ABC Washington vice president.

Judge Miller faced an argumentative and emphatic battery of Senators who refused to see any corallary between the application of the Freedom of Speech amendment to both newspapers and radio stations. "I deliberately challenge some of the assumptions," he declared "upon which the proposed law is based."

Senator White replied that the "major premise upon which the Congress acted in establishing the FCC is that it must grant station licenses on the basis of the way in which the public interest, convenience and necessity is served." This means, he continued, that the Commission must be able to look into the way programs are constructed.

Spirited Exchanges With Judge Miller

The spirited exchanges between Mr. Miller, and Senators McFarland, White, Johnson and Capehart started when Senator McFarland asked whether the NAB president would suggest that the FCC be prevented from acting upon poor programming.

Mr. Miller replied that poor programming is not sufficient cause to put a station off the air. "So far as possible," he maintained, "the analogy between press and radio should be kept as close as possible."

His entire 50-page written statement was directed to the consideration of those sections of the White bill which affect freedom of speech.

Senator White declared that he "did not at all get the analogy" between the newspapers and the power of the government to license radio stations. He declared that there was a definite relation between the quality of a program and the public service which a station renders in living up to its license. Thus, he concluded, "it is difficult for me to see how regulations can be made if programs cannot be looked at."

Mr. Miller replied that at the time the original act of 1927 was written the airwaves were threatened with "electrical chaos." The Commission was started, he said, to see that stations stayed on their assigned frequencies, that they were financially qualified to remain on the air, that they met reasonable engineering standards and served the communities which they reached through the ether.

The power through which Congress asserted its authority over radio, he continued, was contained in the Commerce clause of the Constitution. "There is no magic in the Commerce clause," he continued, "and it was definitely limited by the first amendment"—which guarantees freedom of speech, worship and assembly.

He told the committee that it is not beyond the realm of possibility that the current newsprint shortage may evolve into a crisis which will force the Congress to impose restrictions upon the use of newsprint similar to those now imposed upon the frequency spectrum. In which case he emphasized, the analogy between newspapers and radio stations will be even closer.

Would such a situation, he asked, warrant the government inquiring into the content of newspapers and magazines, considering the guarantees which now cover those media?

Senator White marked this as the point where he parted with Mr. Miller.

Most emphatically he declared: "You people in radio indulge in dreams—Congress will not stand for any such interpretation of the law."

Mr. Miller replied, that it was not a matter of interpretation but of guarantees written into the Constitution which could not be applied to any one group without being applied to all. He charged that the proposed White bill, in effect, changed the constitution, giving it special effect as it applies to radio.

Judge Miller's criticism of the present suggested bill was strongly etched out in a comparison with the present law by which he said the statute now on the books was better than the White proposal.

At this point Senator White interrupted to declare that he was "irritated" because since he had introduced his bill "not a single helpful suggestion" has been forthcoming from anyone in the broadcasting industry. He concluded, therefore, that when help is withheld it amounts to a "belated criticism."

Broadcasters Have Right To Challenge Congress

Judge Miller replied that "broadcasters are people who have a right to challenge any action of Congress." He went on to criticize the Committee for not having given its witnesses sufficient time to "prepare their case against the bill."

Senator White commented upon this that "As I look at your brief I am persuaded that you were not cramped for time."

Senator McFarland declared that he "could not believe" that any law written by Congress could deprive any citizen or group of citizens of their constitutional rights. But Judge Miller replied that in spite of court protections that was exactly what had happened even under the existing law.

He cited the Mayflower case as an example of what he meant. Here was a case, he told the Committee, where an administrative agency had by an edict effectively put a law into effect which had deprived the broadcasters not only of their

(*Continued on page 98*)

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On Records: Freddy Martin—Vic. 20-2288; Xavier Cugat—Columbia 37556; Victor Lombardo —Maj. 7243; Fernando Alvares—Signature 15145; Andrews Sisters*—Dec.; Dinning Sisters —Cap.*

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BMI

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Headley-Reed
CBS Station for the SPARTANBURG-GREENVILLE Market

WHBQ

We Hate Being Quahog-gish*

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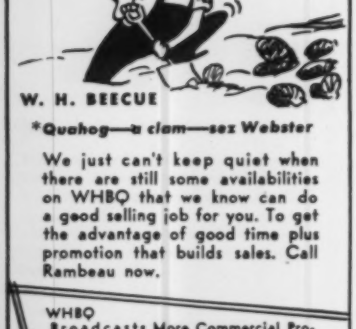

W. H. BEECUE

*Quahog—a clam—sez Webster

We just can't keep quiet when there are still some availabilities on WHBQ that we know can do a good selling job for you. To get the advantage of good time plus promotion that builds sales. Call Rambeau now.

WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station.

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White Bill Hearings

(*Continued from page 97*)

rights, but made it difficult to appeal.

"In the Mayflower case," he said, "the FCC decided that broadcasters should not editorialize. When an applicant came up for a renewal of his license, he was told that there would be no renewal unless he agreed not to editorialize. Under the act no appeal can be taken except when the decision is made against an applicant."

By the end of the morning session Judge Miller had gotten only half way through his prepared statement. With thirty pages to go and an additional five witnesses from the NAB standing by, Senator White notified witnesses that they would hereafter be limited to 20 minutes of oral submission in addition to the written statement filed with the Committee.

Judge Miller's statement began with an elaborate tracing of the history of the freedom of speech amendment and its application to the radio and press. He forestalled reference by the committee to previous hearings by stating: "My reading of the transcripts of previous hearings convinces me that the subject of free speech as contemplated by the First Amendment of the Federal Constitution, was not analyzed with sufficient care by the witnesses who then testified. As it is the subject of paramount importance in any legislation upon the subject of radio broadcasting I shall analyze the pertinent Sections of the pending bill with that in mind."

Regarding the power of the FCC to regulate radio traffic he pointed out that it is limited by the first amendment from doing anything which would abridge the freedom of speech or press or radio.

The same reasoning, he said, which makes radio broadcasting subject to control under the Commerce Clause makes it subject, also, to the protection of the First Amendment.

Judge Miller pointed out that the Commission has demonstrated in some of its briefs its contention that "the First Amendment does not limit the FCC with respect to radio broadcasting. He charged that the White bill in its proposed amendment of Section 326 of the Communications act eliminates "language now in the Act which expressly prohibits interference with the right of free speech by means of radio communication." The elimination of this language, he declared, "will give even greater courage to the FCC to expand its administrative interpretation, and further to encroach upon the rights of the broadcaster in the field of free speech by means of radio communication."

The intent of the FCC with respect to regulation, said Judge Miller, is clearly indicated in material contained in the Blue Book. The proposed White Bill will make it "possible for the Commission's lawyers to find special authorization for the exercise by the Commission of power in the regulation of the business of station licensees."

The Blue Book, he continued, "undertakes to require broadcasters to change their program content on the theory that they are making too much money and should spend a larger proportion of it for radio programming.

One of the greatest sources of confusion in thinking about the subject of freedom of speech, he declared, is the fact that the "concept of freedom of speech which is written into the First Amendment of the Constitution is entirely different from that which prevails in some of the continental and other countries of the world, and from the concept which prevails in England."

The concept of this freedom as maintained by the FCC, he asserted, belongs to that of the continental countries and is alien to the United States.

Miller Argues Radio Is in Unique Position

Finally Judge Miller took up the argument that radio is unique as compared to other means of communication.

"Apparently," he declared, "some mystical significance is read into the fact that radio broadcasting is different. Of course, radio broadcasting is different. It is different from speech amplified by the vocal organs and the mouth. It is different from the press. It is different, also, from the exercise of religion; from assembling to discuss public affairs and from petitioning for a redress of grievance. There is nothing in the First Amendment which says that because one medium is *different* from another that it, therefore, loses its status as one of the fundamental freedoms guaranteed by the First Amendment."

The only difference which is important, he maintained, is that which calls for a determination of how the right of freedom of speech shall be defined within the limitations of those necessary police regulations which society imposes for its protection in times of peace and in times of emergency.

He concluded, therefore, that the determining factor in the decision that regulation of radio is necessary to degree where it is not necessary for newspapers is a technical situation which requires an allocation of frequencies.

But, he warned, even this argument must be carefully qualified. The facts no longer justify the argument, he asserted, that there is a determining scarcity of frequencies. "There are, today, far more frequencies available than we had any idea of when we first began to regulate radio broadcasting in interstate commerce," he declared.

He went on to point out that there are now more radio stations operating in many communities than there are newspapers, to the point where there is some threat that the number of stations may result in the bankruptcy of some operators.

WEDNESDAY AFTERNOON

Judge Miller renewed his analogy between freedom of radio and press when the Wednesday afternoon session opened, declaring that "we are fast moving toward a conjunction of the two." He pointed to the development of facsimile and its newspaper uses, and said FCC in licensing facsimile service may then consider what the newspaper's content shall be.

His statements again provoked extensive comments and questions from Senator McFarland, the only Subcommittee member at the Wednesday afternoon session besides Senator White.

"When it comes to not giving any power to the Commission—not even let them look at a program to see what a station's been doing—then we'd better do away with the Commission," Senator McFarland declared.

He asked whether NAB didn't "want us to give you [broadcasters] this monopoly and then leave you alone." Judge Miller replied that there are several factors which FCC may properly consider but that it must not be allowed to infringe on freedom of speech.

When Senator McFarland interjected that "our difference is on the rules," not on freedom of speech, the NAB head replied that FCC has taken different views. He said there was danger in "too general" a law which leaves interpretation to the agency.

White Interrogates On Multiple Ownership

Senator White questioned him at length on FCC's multiple ownership rules and their Constitutional basis. He said he hadn't fully answered, in his own mind, the question of Constitutional foundation, but that he felt there should be some limitation. Otherwise, he said, there might be some public benefits but there would be a "real danger" of a monopoly situation that would justify Congress in "stepping in."

Asked whether he thought it would be wise to divorce network operations from station operation, he said the answer would depend in any case on whether there is danger of monopoly. He saw no danger in the existing situation.

Whether there should be a limitation on coverage permitted any

LISTENING in rapt attention to NAB President Miller's presentation was this segment of the audience—all identified with NAB. Front (l to r): Don Petty, general counsel; Bryce Rea Jr., assistant general counsel. Second row (l to r): Robert K. Richards, public relations director; A. D. Willard, executive vice president; and Paul W. Morency, vice president of WTIC Hartford, scheduled as an independent broadcaster witness and as chairman of NBC's SPAC committee.

station or group of stations, he said, is a question he hasn't studied through and answered in his own mind.

He cited court decisions to support his argument that, although it may be "unfair" to permit commentators to slant news, "it is quite another matter to suggest that an administrative governmental agency should have power to coerce a medium of communication on that account, and that the right of freedom of speech should be abridged on that account." He declared:

> Although there are poor radio programs, there are also superlatively good ones. A scientific survey, recently made, reveals that the people think radio is doing a very good job, a better job, in fact, than are schools, churches, newspapers and local governments. . . . Certainly, the indiscriminate criticism heaped upon all broadcasters is unfair; but that is also a part of the American process; and we should never consent to an abridgement of free speech and press upon any such ground. The American theory is that out of the welter of unfair charges and countercharges, truth is more apt to emerge than can possibly happen under government-controlled or "nursed" media of information.

McFarland Points To Radio Development

Senator McFarland suggested that the "controls placed by FCC have not thus far prevented development of the best broadcasting the world has ever known." Judge Miller replied, "Thank God for that." When Senator McFarland sought to compare some radio programs with dime novels, he answered that a better comparison would be with the serials and stories carried in newspapers and magazines, which originally established the standard of public acceptance.

The NAB president cited as applicable to radio the Supreme Court's assertion in the *Esquire* case that ". . . a requirement that literature or art conform to some norm prescribed by an official smacks of an ideology foreign to our system . . . From the multitude of competing offerings the public will pick and choose . . ."

He said FCC's present control over broadcasting "climaxes a long series of steps" toward "star chamber" government. The phrase "public interest," he asserted, is used by "administrative crusaders [as] a hook upon which to hang many strange and devious notions."

When he quoted a statement by Sen. Robert A. Taft (R-Ohio) denouncing practices of administrative agencies, Senator McFarland noted that the denunciation was against such agencies generally and said: "Then it doesn't apply to the FCC at all."

President Miller pointed to FCC's Mayflower and atheism decisions as examples of methods used to enunciate policy without providing opportunity for appeal to the courts, since there was no revocation or denial of licenses.

Miller Charged With Wanting 'Perfection'

Senator McFarland interposed that Judge Miller apparently wanted "a perfect Commission" whose decisions would be satisfactory to him, and that "if you have that, you wouldn't need to appeal." Judge Miller said he expected no "perfect Commission" but that Congress should protect Constitutional guarantees and at the same time provide a clear channel of appeal to the courts.

He submitted a chart showing appeals from FCC decisions. For years, he said, appellate courses open to broadcasters were so limited that few appeals were taken. He said he preferred present law to expansion of FCC powers, and when Senator McFarland disagreed that the White Bill would expand Commission powers he replied that FCC Chairman Denny himself had testified that expansions would result.

Opening his attack on the Constitutionality of the Blue Book, President Miller was met with a barrage of questions by Senator McFarland relating to percentages of commercial versus sustaining time. The Senator asked whether FCC should "look" at the record of a station which devoted 90% of its time to advertising and 10% to programming. Judge Miller said he thought it should, but denied Mr. McFarland's charge that "you're backing up a little."

Senator White noted that the Bar Assn. appeared to approve the bill's appellate procedures. Mr. Miller replied that he had hoped the Subcommittee would also recognize his own experience on the Appeals Court bench, to which Senator White replied that the former jurist apparently has "backslid a little."

Judge Miller insisted that the bill's appellate provisions should be amended to permit full appeals —"upon questions of fact as well as law"—from decisions involving free speech in radio.

He also questioned FCC's policy of preferring "local owners" in deciding applications, and again evoked disagreement from Senator McFarland.

The Senator, glancing over Judge Miller's statement on provisions relating to indecent language and false statements, said "I'm glad you approved of something." Then he noted that this approval was qualified. President Miller contended that the prohibition against deliberately false accusations not only violates principles of free speech "but . . . would make it impossible for discussion to be had over the radio, even of cases in which persons were being tried for publishing false accusations or charges."

He contended that "broadcasters are making very strenuous efforts" toward "cleaning up their own house." But he said they cannot be expected "to assume responsibilities of the kind called for in professional controls and in self-discipline, when they are being subjected constantly to interference, reprisals and intimidation from a government agency."

Calling attention to "international considerations," he said "we are not in a very consistent position when we demand that other countries lift the 'iron curtain' and subscribe to our concepts of free communication when we are, at the same time, engaged in a steady process of encroachment upon freedom of speech and the press in this country."

When President Miller completed his testimony, Senator White noted that 13 persons had requested time to testify that afternoon. He said the group included five from NAB, and asked that they simply file their briefs or, at most, make short explanatory statements.

Don Petty, NAB general counsel, gave a short explanation of his brief, dealing with the bill's appellate and procedural sections. He approved the "cease and desist" provisions, but noted several instances in which the measure is inconsistent with provisions of the Administrative Procedure Act.

He proposed that revocation proceedings be handled as civil proceedings in U. S. District Courts in the area where the station is located; that they be instituted and prosecuted by the district attorneys at FCC request, and that a three-year time limit be imposed re-

(*Continued on page 102*)

WNAX

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OUR 25 YEARS DEVOTED TO WINNING LOYAL LISTENERS

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CONSTANT ATTENTION TO THE RADIO PREFERENCES AND BUYING HABITS OF OUR BIG MARKET MAKES YOUR ADVERTISING PAY ON WNAX

Member of Mid-States Group Represented by

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Your Gospel Singer

EDWARD MacHUGH

Here is a feature with everlasting appeal—not dated, not a fad, but a down-to-earth perennial favorite. The Gospel Singer has proved that he keeps his audience through the years. The swarm of mail he receives daily indicates the personal contact he has with his listeners.

HOOPERS? DAYTIME!

ATLANTA 7.1
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420 quarter-hour transcribed programs presenting Edward MacHugh singing hymns that have lived through the ages.

Write, wire, phone . . .

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19 East 53rd St. New York, N. Y.

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PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Experienced announcer. $275 monthly, 48 hour week or $210, 40 hour week with fees. Send disc, recent photo and three personal references. Key station regional network. Speed essential. Box 572, BROADCASTING.

Where are all the good radio men? Salesman, announcer and engineer-announcer needed. Must be experienced to warrant good salary we pay. New station needs top personnel. Reply Box 606, BROADCASTING.

Announcer—Experienced, reliable announcer wanted by Mutual affiliate. Offer good working conditions in new studios and opportunity to grow with progressive organization. We ask ability and references that can be checked. If you feel you can fit into congenial and experienced team, rush disc, photo, details including salary expected to WROV, Roanoke, Virginia.

Program manager. Michigan AM-FM operation wants man in late twenties or early thirties who has handled program management for at least three years at same station. Ambitious announcers need not apply. Send photograph and salary requirements with application. Box 631, BROADCASTING.

Wanted by outstanding upstate New York NBC regional. Experienced platter man. Must have thorough knowledge of public taste in pop music and good selling voice. Some singing ability an asset. Personality disc show across the board with promotional build-up for right man. Address Box 648, BROADCASTING.

Major southern city, dominant station, looking for sales representative with proven success record. Drawing account and commission. Send biography. Box 678, BROADCASTING.

Question:

WHO IS MARK SHEELER?

Answer:

Disc jockeys are here to stay. Your station can't do without one, and if it's an A-1 disc jockey you're looking for . . . Mark Sheeler is the man for you!

Mark has been in radio over 5 years and can show positive proof of the excellent job he has done for other stations, turning sustaining radio time into real cash.

All ads look alike, but not all disc jockeys do the same job or produce the same show.

Mark Sheeler's disc shows are different from all others.

- Largest mail pull on station!
- Largest listening audience!
- Largest spot sales over other programs!
- Excellent production and showmanship!

Mark Sheeler appears in this month's Capitol Record News.

At present Mark spins two disc shows for an ABC affiliate, but is looking for a station in large metropolitan area.

All correspondence will be promptly acknowledged.

P. S. Mark holds a first class ticket.

Write or Wire
Box 716, BROADCASTING

Help Wanted (Cont'd)

Salesman to sell time on 5 kw NBC station established 1926 in Florida city of 75,000. Good living conditions. Salary or drawing account and commission. Write us complete background plus references. Box 682, BROADCASTING.

If you are a real producer and want a connection where results will show on your monthly checks we have a real proposition to offer. Liberal commission against a good weekly drawing account. Station located in one of the best markets in the south. Independent operation. Send full information and references in first letter. All replies confidential. Reply Box 694, BROADCASTING.

Engineer-announcer wanted by 250 watt CBS station located on Florida's west coast. Ideal working conditions. If you are first class engineer with average announcing ability and want to live in Florida, send full details. Box 706, BROADCASTING.

Help wanted—Experienced engineers, with first class ticket for control room and transmitter operation of 1000 watt station serving metropolitan area on east coast. Box 712, BROADCASTING.

Alert and aggressive station manager for 250 watt Texas station. Want man who has had managerial experience in similar operations and preferably in all phases of broadcasting. Must be resourceful and capable of assuming full responsibility for station operation. Give full information including age, experience, etc., in detail. Address Box 713, BROADCASTING.

Announcer for 5000 watt midwest farm station. Must have direct air salesmanship plus ability to handle all types of live and recorded programs. Permanent job with good income for the right man. Send complete details and picture first letter. Box 724, BROADCASTING.

Southeastern 5000 watt CBS affiliate has opening for experienced announcer. Excellent starting salary. Request immediate audition record, photograph and full details in application. Box 727, BROADCASTING.

Wanted—3 engineer announcers $60.00 per week. Also, one first class copywriter $50.00 per week. Sleeping quarters furnished. Write full qualifications and experience. WVOS, Box 167, Liberty, N. Y.

Versatile commercial announcer needed for MBS affiliate. Must be experienced. Send record and photo with letter. WILS, Lansing 30, Michigan.

Local sales manager for basic network station. Active accounts assure income better than three thousand dollars monthly to start with five thousand dollars year certain for producer. Contact C. B. Heller, Manager WJPA, Washington, Penna. immediately.

"the news that's all news"
Box 647, BROADCASTING

Help Wanted (Cont'd)

Wanted: All personnel except manager and chief engineer for 250 watt full-time station in virgin market of 25,000. Write fullest details including salary to Shawnee Broadcasting Co., Chillicothe, Ohio.

Wanted. Engineer, 1st class ticket, at once. WE equipment. FM CP. Write Chief Engineer, WLOG, Logan, West Virginia.

Engineering supervisor. $50.00-$70.00 a week depending on ability. Immediately, WOOK, Silver Spring, Md.

Mutual affiliate wants experienced announcer immediately. Send disc and letter to Raymond Caddell, General Manager, WHSC, Hartsville, S. C.

North Carolina regional in one of the best towns in state wants good, sober salesman. No high pressure floaters, but one who can sell steady business on its merits. Now one thousand going five in December with 34,000 watts on FM. Good opportunity for a man willing to work and grow with organization. Since we are in the habit of doing all our business above board send your letters direct to E. Z. Jones, General Manager, WBBB, Burlington, North Carolina.

Help wanted—Combination first class license operator-announcer. Good voice required. $55.00 for 45 hour week. Small, three room modern apartment available for couple. RCA equipped fulltime Mutual and Intermountain affiliate, 250 watt newspaper-owned and operated station. Modern western city ten thousand, half days drive from Yellowstone Park and many vacation spots of the west. Car needed. Send full particulars, experience and training and voice transcription airmail to W. F. Flinn, Gen. Mgr., KRJF, Miles City, Montana.

Engineer-announcer wanted by 1000 watt NBC station in citrus belt of Florida. Experience in routine announcing required. First class license required. Good salary. Opportunity for advancement. Radio Station WLAK, Lakeland, Florida.

ABC central New York affiliate wants announcer with experience. Send disc or call WGAT, Utica, New York.

New 250 watter wants manager, salesman, engineer. Give references. Box 236, Grenada, Mississippi.

Combination operator-announcer first class ticket. Air mail photo, disc. Dry climate, trout country, housing. KPRK, Livingston, Montana.

Chief engineer, important eastern 5000 watt station. Must be thoroughly experienced designing, installing, maintaining studio and transmitter broadcast equipment. Must have executive and practical ability. Include detailed resume of experience, references, salary requirements. Box 735, BROADCASTING.

A salesman wanted—Guaranteed salary and commission offered by 250 watt network station in eastern town of 30,000. Excellent living conditions. This is addition to present sales staff. This station is affiliated with several other stations and offers an excellent opportunity for advancement. Give complete details, photograph, etc. in first letter. Box 737, BROADCASTING.

PROGRAM DIRECTOR WANTED . . . .

. . . . WHO has proved his ability to program a station to build audience reflected in ratings;

. . . . WHO has done that job in a large, competitive market;

. . . . WHO can inspire everyone in his department through his own ideas and enthusiasm.

This kind of Program Director is being sought by a network station in one of the biggest markets. If you apply be sure to send the complete story about yourself and your successful audience building work.

Box 607, BROADCASTING

Help Wanted (Cont'd)

Wanted—Good announcer with network station experience. Must be able to do news and record shows. Good pay and two talent shows to qualified man for North Carolina station. Box 743, BROADCASTING.

Salesmen—New York City—handle complete line openend transcriptions. Excellent sales possibilities. Draw and commission. Write past experience. Box 743, BROADCASTING.

Ye ole south desires engineers, announcers, copywriters and program directors from RRR. Personnel Agency, Box 413, Philadelphia.

Station opening in August, now building staff. Opportunity for engineers, announcers and salesmen. 1 kw AM 1 kw FM operation. New building and RCA equipment. Give full details, including salary required first letter. Send disc. WHFB, Benton Harbor, Michigan.

Experienced salesman. Excellent opportunity in rich Charleston, W. Va. market for experienced salesman. Give full details past experience. Box 751, BROADCASTING.

Situations Wanted

Program director-announcer—Young, experienced and full of ideas. Waiting for right opportunity to settle down. Navy veteran. Picture, references and past experience upon request. Must be a progressive station. Box 709, BROADCASTING.

Professionally trained in all phases of broadcasting. Exceptionally fine voice. Highest references. Audition disc furnished upon request. Walter E. Tusher, Rt. 3, Box 565, Portland, Oregon.

Announcer — Experienced, dependable. Excels in news, special events, music. Would like to associate with progressive organization. Box 542, BROADCASTING.

Management and establishment of new station, programming, sales and announcing included in seven years experience of married executive seeking change. Reason: want work, not title. Present salary $75. All letters answered. Box 593, BROADCASTING.

Announcer—Experienced, versatile ad lib man desires to better his position. Write Box 634, BROADCASTING.

Novel disc show by professional writer-actor-announcer. Near New York. Box 677, BROADCASTING.

Manager. 11 years in radio: programming, sales, promotion, organization, construction, personnel of local, regional and network operations. Worked through ranks to present position of manager's assistant in metropolitan station. 36, married, university graduate. Box 681, BROADCASTING.

Newsman-announcer. Experienced 2 network stations. Good newscaster, sportscaster. Capable assuming editorship or accept straight announcing. Box 698, BROADCASTING.

Announcer-veteran. 24, single. Trained at leading Chicago radio college. Desire position in midwest or west. Photo and disc available. Box 699, BROADCASTING.

Showmanship—12 years in radio, 5 in theatre, available on two weeks notice to help establish station meet stepped-up competition or put new station on paying basis. Thorough knowledge all types programming, production and writing; news, sports, special events and public service. Family man, want permanent executive position with good future possibilities. Box 700, BROADCASTING.

Experienced announcer with good voice desires position with progressive station. Age 25, some college. Go anywhere. Box 703, BROADCASTING.

MANAGER

Long experience in all phases of broadcasting, 10 years as manager top regional outlet in highly competitive market. In radio since 1930, also have background 10 years newspaper business and 5 years in top government radio position. Have excellent Washington, New York contacts. Know labor law and relations. 45. Married. Box 702, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer-disc jockey. Sell any commercial. Box 704, BROADCASTING.

Engineer. Eight years broadcasting; design, construction broadcast equipment. Nationally know engineer, reference. Young family man. $75 weekly. Box 705, BROADCASTING.

Ambitious with ability to learn quickly, but no experience. Vet, 21, single, college training, some writing and selling experience and know music. Go anywhere for any position as writer, disc jockey, sports announcer. Box 707, BROADCASTING.

Do you need a dependable, experienced all-round mike man? Let me know before July 4th. Write Box 708, BROADCASTING.

Announcer—Experienced, married, veteran, go anywhere. Recording on request. Box 714, BROADCASTING.

Newscaster-announcer, 27, vet, college graduate, three years all phases radio including program directorship. Three years newspaper. Versatile now well employed but desires change. Excellent references. Box 717, BROADCASTING.

Top quality announcer, newscaster, etc., seeking position in southern California community or fairly large western city. Box 718, BROADCASTING.

A-1 program manager seeks tougher job. He will build your station a solid Hooper on basis of twelve years successful experience in highly competitive markets. Outstanding showmanship. Known as one of network caliber, because he has had network experience. He's an excellent organizer and has fine sales personality. Active in community affairs. Stable family man. Top references. Box 719, BROADCASTING.

Broadcast engineer ,telephone first, now sailing as wheelsman, Great Lakes, inquires about station jobs, or will service ship to shore fone. Travel, experienced, expects top wages. Box 720, BROADCASTING.

Engineer, eight years experience in AM and FM, construction, maintenance, and operating. Looking for permanent position with new or progressive station. Box 722, BROADCASTING.

Copywriter you can depend on. Strives valiantly to keep best foot forward. 250 experience. Twentish, single, veteran. Variety of samples and pertinent information upon request. Box 723, BROADCASTING.

Announcer-engineer (also accomplished singer) desires position within 75 miles of New York City. Box 725, BROADCASTING.

Announcer. Experienced, versatile. Wishes staff work. Veteran, 26, married. Will go anywhere. Disc, photo available. Stan Mierz, 3110 Castro Valley Blvd., Hayward, Calif.

Available late July or early August—29 years old, 10 years experience all phases broadcasting. Can build your station from the ground up and handle any job in it from chief engineer to manager. Excellent program man, writer, announcer. Hold first phone with 10 years time, 5 chief's time. Can furnish best references, etc. Now in Europe doing specialized work for Army. Consider any opening with good future. Box 710, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Announcer, CBS audition rating number three. Seven years experience announcing, producing, programming, selling, in large metropolitan area. College education. Desire good offer from progressive station serving large market. Specializing commercials, sports, orchestra remotes. Sober, intelligent, reliable. Disc, photo, references. Box 728, BROADCASTING.

Program manager. Michigan AM-FM operation wants man in late twenties or early thirties who has handled program management for at least three years at same station. Ambitious announcers need not apply. Send photograph and salary requirements with application. Box 688, BROADCASTING.

Situations Wanted (Cont'd)

Don't pass this one up. Available now, after twelve weeks of intensive mike work at a leading New York broadcasting school. Specialized training in news, sportscasting, interviews, popular and classical disc shows. Have wonderful ear, know my music, sing and sell that stuff with plenty of voice personality. Disc and photo on request. Box 729, BROADCASTING.

Station manager. Want to put to use 18 years background and experience in personnel, administration, production and programming in development of small station. Excellent organizer. Vet, married, 38. Best references. Will travel. Box 730, BROADCASTING.

Engineer, 6 years experience, 1st phone. Grad RCA Institute. Vet, energetic, reliable, 27, married, desires connection with progressive station. Box 731, BROADCASTING.

Continuity writer-announcer, experienced, good ideas, conscientious, capable. Box 732, BROADCASTING.

Announcer—veteran, 24, college. Graduate leading radio school, Radio City, N. Y. All phases announcing. Ambitious, travel anywhere. Disc, photo available. Box 733, BROADCASTING.

Announcer, experienced, college, married. Newscasting and writing, music, competent commercials. Box 734, BROADCASTING.

Will you give me my first start in radio? Announcer, single, college, veteran with some service experience. Graduate of leading announcer's school. Desires permanent position, conscientious, will travel. Please hear my disc. Bill Shegda, Headley Manor, Bristol, Pa.

Announcer wants opportunity to join small progressive station. Anywhere. Salary no problem. Trained Radio City School, announcing, continuity. Married vet., no floater. College and AFRS background. Disc, photo and references will convince—yours for the asking. Box 736, BROADCASTING.

Announcer. Vet, single. Graduate large radio school. Any locality. Box 741, BROADCASTING.

Announcer-newscaster trained all phases of radio. No experience but willing to learn. Box 739, BROADCASTING.

Announcer, married, 24. Recent graduate professional workshop training. Background sports, music. Will travel. Box 738, BROADCASTING.

Announcer. 5 years experience, news, music, special events, interviews. Excellent copywriter. Announcing in English, Spanish, French. Control board operation. Disc jockey personality. Veteran, 24, available now. $55 per week minimum. Box 740, BROADCASTING.

Announcer, 3½ years experience, newscasting, commercial, special events. Married vet. Available three weeks notice. All letters acknowledged. Box 744, BROADCASTING.

Salary secondary! Program-personnel director desires middle Atlantic states. Box 746, BROADCASTING.

Program director-production manager. Veteran with ten years successful experience including three years announcing, musical director, assistant production manager, program director. Both network and newspaper-owned independent station experience. Desire permanent connection with established or new station. Age 35, college, married, one child. Presently located eastern metropolitan market. Excellent industry references. All replies answered. Box 749, BROADCASTING.

Former bookkeeper with 1000 watt station desires position in east or south. Will leave country. Able to set up books for station. Experienced on air. References. Male, single. Box 748, BROADCASTING.

Program director-announcer thoroughly experienced. 24, college grad. Excellent references. Single. Box 747, BROADCASTING.

CAN YOU SELL ?

Sales manager wanted for network station rich southern market. Top money on excellent commission arrangement. Only men with experience and proof of sales apply. Photo and complete details first letter. Box 716, BROADCASTING.

Situations Wanted (Cont'd)

Manager-engineer, BS—now salesmanager. RRR, Personnel Agency, Box 413, Philadelphia.

Time salesman—Two years advertising agency experience servicing soliciting accounts. Expert commercial writer. Box 750, BROADCASTING.

Combination man. Available immediately. First class license. Three years experience. Staff announcer, special events, disc jockeying, news. Twenty-two, single. Navy veteran. No floater. Same station three years. Box 754, BROADCASTING.

Announcer—Veteran, 23, college education. Can write continuity. Familiar with console, turntable operation. Good disc jockey. Limited commercial experience; four years in college radio on I.B.S. station. NBC training in announcing, news writing, production. Disc, detailed qualifications upon request. Box 752, BROADCASTING.

Copywriter. Young woman, creator of copy that sells. Woman's program. Voice, personality, ideas. Box. 755, BROADCASTING.

For Sale

Like new. WE type 23-C control console. Complete with tubes. Available immediately. Box 701, BROADCASTING.

301-A Western Electric transmitter. Modified for 250 watts. Priced to sell. Call, wire or write, Jim Wilder, WFRP, Savannah, Georgia.

For Sale—Presto Model Y-4 recorder complete, new condition, $600.00 Two complete 9-A WE reproducer assemblies, spare head, good condition, $350.00. WHLN, Harlan, Kentucky.

No. 10 and No. 9 copper wire available immediately. Glendale 6346. Howard A. Shuman, 1008 South 55th Street, Omaha, Nebraska.

Slightly used 250 watt Temco transmitter (FCC approved) complete with 1490 kc crystals. Also 150 ft. self-supporting vertical radiator. Radio Station WBEC, Pittsfield, Mass.

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

Raytheon 250 watt transmitter $3,000. Immediate delivery. Wire or phone Mark Bullock, Chief Engineer, KFAB Broadcasting Company, Lincoln, Nebraska.

Immediate delivery 1 kw 304-A WE transmitter with spare tubes, plus 1126-A WE limiter. Just removed from service due to recent power increase. Make offer. Radio Station KFVD, Los Angeles.

For sale: Western Electric 110-A limiter. Good condition. $100.00. Radio Station WINR, Binghamton, N. Y.

Attention new CP holders. For sale, 250 watt RCA 100-F transmitter modified broadcast service by Kluge Radio Company. Excellent condition, just taken out of our service last week, real bargain at $1400 cash, FOB, Sacramento. Wire or phone Lincoln Dellar, KXOA, Sacramento, California.

Priced for quick sale. Two 3 position remote amplifiers $150 each. Suitable for FM. Box 742, BROADCASTING, 360 N. Michigan Ave., Chicago.

Wanted to Buy

Wanted to buy—Meissener 150-B transmitter. State condition and price. Box 726, BROADCASTING.

Wanted to buy—Going standard broadcasting station within 400 miles of Chicago. Replies confidential. Reply to H. R. Meyer, 942 North 15th Street, Apt. 3, Milwaukee 3, Wisconsin.

Have CP for a new 250 watter, need everything; 150-175 tower, x-mitter, rack, pre-amps, console, turntables; send full information and lowest net cash price to M. P. Spann, Chief Engineer, Broadcasters Services Company, 209½ West Second St., Little Rock, Arkansas.

Wanted—Good used 1 kw AM transmitter FCC approved. Also, AM tower not less than 265 ft. Include full specifications and prices with reply. Box 753, BROADCASTING.

Miscellaneous

Confidential—Many station are looking for good men right now—managers, program managers, newscasters, announcers, engineers, disc jockeys. We are assembling availabilities as service to our clients. All information confidential and discreetly used. Furnish complete record, salary bracket, photograph and voice on 78 rpm record if indicated. Keith Kiggins & Co., Consultants, 527 Lexington Avenue, New York.

10 Final FM CPs Given for Chicago

Order Covers Proposed Action Of Last Spring

ORDER was adopted by FCC last week making final its decision in the Chicago Class B FM case, granting construction permits to 10 applicants. Choice was based on Blue Book programming principles and also on conclusion that power and antenna height exceeding 20 kw at 500 feet are necessary to adequately cover the extensive area [BROADCASTING, March 17].

The authorizations:

Amalgamated Broadcasting System—105.9 mc (Channel 290); 19 kw effective radiated power; antenna height 520 feet.

American Broadcasting Co. (WENR)—94.7 mc (Channel 234); 15 kw; 595 feet.

Balaban & Katz Corp. [WBKB (TV)]—96.3 mc (Channel 242); 17 kw; 665 feet.

Chicago Federation of Labor (WCFL)—104.3 mc (Channel 282); 22 kw; 575 feet.

Drovers Journal Publishing Co. (WAAF)—103.5 mc (Channel 278); 12.5 kw; 600 feet.

UAW-CIO Broadcasting Corp. of Illinois—105.1 mc (Channel 286); 20 kw; 500 feet.

National Broadcasting Co. (WMAQ)—101.1 mc (Channel 266); 25 kw; 600 feet.

Radio Station WGES (WGES)—93.7 mc (Channel 230); 20 kw; 490 feet.

WJJD Inc. (WJJD)—100.3 mc (Channel 262); 17 kw; 545 feet.

Radio Station WSBC (WSBC)—101.9 mc (Channel 270); 31 kw; 420 feet; conditions.

Radio Station WAIT, licensee of WAIT Chicago, proposed to be denied earlier, in latter April was granted leave to amend its request and the application was removed from the hearing docket to be held in the FCC's files until June 30. The FM reservation plan of the Commission terminates July 1.

Comr. Clifford J. Durr voted in the final decision, as in the proposed findings, to deny the applications of Drovers Journal Publishing Co., National Broadcasting Co. and Radio Station WGES. It was in this opinion that Commissioner Durr charged his FCC colleagues with "laxity in the enforcement of the principles" of the Blue Book and with lowering program standards [BROADCASTING, April 21].

The only exception to the FCC's proposed decision had been from WSBC relating solely to the proposed assignment. Since then the other assignment was made available in the Class B reallocation.

FOR SALE

AM AND FM STATIONS

Long established 250 watt network station in booming southwest market. Business running ahead of last year, which showed net earnings before taxes in excess of $50,000. FM station operating and going to higher power. Quick action necessary because of duopoly. Total price, $250,000 —terms arranged. Write

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave.
National 7405

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 5672

White Bill Hearings

(*Continued from page 99*)

garding actions of a licensee which may be used as the basis of revocation suits.

Mr. Petty recommended that FCC's new "separation of functions" plan for hearing examiners be broadened to include hearings on initial licenses as well as other cases, and proposed that no FCC attorney or other employe (except a Commissioner's legal assistant) be allowed to review hearing transcripts or prepare findings of fact.

His brief contained several proposed changes in the White Bill. He recommended that when two or more mutually exclusive applications show equal qualifications, the grant should go to the one who filed first. He proposed that information required of applicants be limited to citizenship, financial and technical data, eliminating questions concerning their character and the purposes for which they would use their stations.

Asked by Senator McFarland whether he thought need exists for amendment of the present Communications Act, he replied: "Personally, no."

The Senator suggested that it might be possible to put together better legislation if all parties would submit proposed versions. Judge Miller said he'd "be happy to see that the General Counsel does prepare such a bill."

FCC Interpretation Questioned by Willard

NAB Executive Vice President A. D. Willard Jr., reviewing his brief, said the bill specifically forbids FCC interference with business and programs. But he said it is a "great disappointment" to broadcasters that the same section also carries a provision which gives those powers back to FCC in passing upon renewals.

He questioned the Commission's interpretation of "public interest" and argued that there is no such thing as "overall" programming in the sense the word is used by FCC in dealing with applications.

He said he thought the measure's provisions relating to time for controversial issues would tend to discourage such programs, since stations giving time to one side would be required to provide double time for opposing sides. Mr. Willard questioned whether the same provisions would not also apply in television and facsimile. "If the 'King of Kings' were shown in teletheatres, would the producers have to provide a spectacle on atheism to counteract it?" he asked.

He said NAB "takes strong issue" with economic aspects of the bill's section on distribution of radio service, and asserted that freedom of radio and press are "inseparable." He challenged the need for detailed station financial and program reports to FCC when the Commission is forbidden to regulate business aspects and control the substance of broadcast material.

Bill Bailey, executive director of FM Assn., which he said represents the "little fellow, the independent who was 'left behind' in the AM field," objected to any proposal that would require smaller operations to set up bookkeeping systems comparable to those of the large radio companies.

Protest Provisions Are Seen as Hardship

The bill's provision for protests against grants on economic grounds was viewed as leading to a "great hardship" for newcomers, particularly in FM, and as a threat to free competition. Radio, he said, would become a "public utility" and the result might be government control of programs. He saw the provision also as "an effective weapon in the hands of those monopolies which would rejoice in the death knell of FM," since FM grants might be held up by protests. He urged that the provision be rewritten or that the present sections be retained.

Changes in the equal-time provisions of the new bill were suggested to make it clear that the broadcaster is not obligated to seek out opposing candidates, but only to make time available to them upon request if the station has presented one candidate's viewpoints.

FMA, Mr. Bailey said, opposes the 25% standard in the proposed multiple-ownership law, preferring to abide by present procedure. He said the 25% rule would make it possible for four monopolies to control all U. S. radio facilities. He added, however, that FMA would rather have no strict limitation on FM station ownership (six to one owner, under present FCC rules), but, instead, an FM policy comparable to that in AM.

Would Submit Two Proposals for FCC

He asked permission to submit later two proposed amendments. One, he said, would expand the FM band beyond its present 88-108 mc to provide for additional channels. The other would "require FCC to issue FM licenses for a period of five years [instead of three]." He indicated that the band extension request would ask for 20 or 30 channels immediately below 88 mc, in view of recent indications that low-band television in that area is experiencing "considerable interference" and the belief that television eventually will be assigned the "upper frequencies, above 400 mc where there is sufficient room for expansion."

THURSDAY MORNING

NAB Public Relations Director Robert K. Richards, first witness Thursday morning, traced development of publishing and broadcasting in the U. S. "to reinforce the thesis that radio broadcasting is [subject to] the same guarantees of freedom that apply to the press, the pulpit, and public assemblies."

He argued that the eye and the ear are the "only two avenues to the thought processes of man," and that "broadcasting will not have attained its full development as an instrument of democracy until the measurement of its performance in the public interest is determined by the people (as is the case in the press) rather than by the licensing authority." FCC's Blue Book and its Mayflower decision, he said, are "instruments of censorship."

Referring to FCC Chairman Denny's Appropriations Committee testimony characterizing Blue Book standards as "gloss" written by FCC around the "public interest" phrase, he said he understood "gloss" to a lawyer meant "functions and powers not conferred by law." He declared:

> If a Commission comprised for the most part of attorneys acknowledges that legislative language gives it the power to "legislate beyond the statute," we encounter here two specific dangers: (1) the surrender of legislative power by the duly constituted law-making body, the Congress of the U. S.; (2) negation of our historic governmental concept that the law should comprehend, and make provisions against "the insolence of office."

In support of his plea for full freedom of radio, Mr. Richards submitted copies of (1) a letter from President Truman to BROADCASTING asserting that radio "must be maintained as free as the press," and (2) the Republican 1940 platform plank declaring that "the principles of a free press and free speech . . . should apply to the radio" and opposing "the use of licensing to establish arbitrary controls."

His oral presentation was cut short by Senator White's request in the interest of time that briefs be filed for the record and personal appearances limited to reviews or supplementary statements.

On behalf of J. Harold Ryan, vice president of Fort Industry Co., former NAB head and wartime assistant director of the Office of Censorship, Mr. Richards presented a statement which said the White Bill's provision requiring newscasters to identify their sources "is harsher as an instrument of censorship" than the Office of Censorship's wartime code.

The voluntary code, Mr. Ryan said, followed a course "diametrically opposed" to the bill's identification requirements. He said no radio station knowingly violated its principles, and added:

> To set up, in peacetime, a censorship of our greatest means of mass communication that is more severe and restrictive than any censorship observed during wartime is unthinkable and can be fraught with the most dangerous results.

He proposed a tightening of provisions of the Censorship section of the bill and particularly elimination of the proviso removing limitations on FCC's authority in acting on license renewal applications.

Sees Possibility Of Entering Wedge

Unless the amendments clearly assure freedom of broadcasting, he said, "they may serve as an entering wedge against our traditional freedom of the press, which has been maintained by such costly and determined efforts."

Frank E. Pellegrin, NAB Director of Broadcast Advertising, outlined views on commercial phases of the bill and brought pointed reactions from the Subcommittee.

When he noted that one phase of the bill forbids FCC to regulate business while another apparently removes this limitation where renewal applications are concerned, Senator White said there is a difference between an initial applicant and one who has a three-year record of "service, or want of service, as the case may be."

"If you don't see any difference,"

FCC DELEGATION followed its chairman's testimony attentively. Shown (l to r): Front row, Comrs. Ray C. Wakefield, Clifford J. Durr and Paul A. Walker; back row, Earl A. Minderman, assistant to the chairman; Benedict P. Cottone, general counsel; Comr. Rosel H. Hyde.

he Senator said, "why, we're just far apart."

Senator White interjected at one point that if persistent opposition to regulatory legislation continues, "you're just asking for abolition of the notion that broadcasting is not a common carrier" and for legislation that will put radio in that category.

He said he did not want to see that development, but that "it is coming unless you broadcasters give some support to the efforts of Congress" to provide necessary legislation. The regulation then may be much greater than that being opposed now, he added.

He said the continuing talk about free speech seemed a sort of "red herring."

Senator Johnson declared that freedom of speech, from the radio advertising standpoint, "is your right to sell in the market place" and that speech is sold "just like they sell onions at a grocery store." There's no freedom of speech in that, he asserted.

He referred to witnesses "ranting and raving," and when Mr. Pellegrin disclaimed use of such tactics he replied that he was referring particularly "to Justin Miller." Mr. Pellegrin said he was not aware that President Miller had ranted or raved and Senator Johnson responded that "that's a difference of opinion."

He said he objected to "the sanctimonious attitude of you witnessess" and charged that "you're putting yourself on a pedestal—there are abuses and you people are guilty of abuses." He contended that broadcasters' responsibility is to the advertiser, which drew a strong denial from Mr. Pellegrin. The NAB executive argued that the first responsibility is to the listeners, and that when the listeners are served the advertiser is served.

Johnson Concedes Radio's Comparable Contributions

Senator Johnson conceded that the witness was "a good salesman" and that radio had made contributions comparable to those of any other agency "not excepting newspapers," but insisted that it was necessary to "get down to business" in the discussions.

Senator White questioned whether the advertiser has "complete freedom of time" as to when his message will be broadcast, and said he understood that licensees also reserve the right to edit copy submitted by advertisers.

Mr. Pellegrin said it was necessary to see that the copy meets requirements of the law, to which Senator White replied that "then there's not complete freedom."

"All this talk about freedom is talk about something that doesn't exist," he declared.

He said he understood the problems which face broadcasters with respect to available hours and the checking of scripts and conceded that "you can't get away from these things." But, he contended, they serve to "negative all this talk about freedom."

To Mr. Pellegrin's arguments that some provisions of the bill would force FCC to consider the economics of broadcasting, he said that this is not the intention of the bill at the present time.

Senator Johnson agreed with the witness that the deadline for political broadcasts should not be 24 hours before the election, "but the election itself."

In answer to a question, Mr. Pellegrin said he thought broadcasters have attained a fair division of time among representatives of opposing interests. Senator White said many Congressmen would deny this. He added that the bill, by limiting the amount of time stations would have to devote to "replies," would actually protect broadcasters from excessive demands. But Mr. Pellegrin thought the provision might be a "hydra-headed monster" since one controversial discussion could set off a series of controversies, for each of which it would be necessary to provide time.

Pellegrin Submits His Proposals

Mr. Pellegrin proposed:

That this bill specifically and unqualifiedly prohibits the Commission from interferring with the business of the broadcast licensee. The Commission should be prevented from requiring arbitrary commitments for dividing time into commercial and sustaining, or with respect to program content, and from requiring irrelevant and burdensome reports regarding finances and programs. The proposed definition of a "network organization" should be revised to exclude national radio sales representatives, operators of AM-FM stations, and certain other types of dual-station operators which are not in effect and are not intended to be network organizations. The broadcast licensee should be given complete and exclusive control over program content, including the sole right to determine who shall speak, and the right to censor any material intended for broadcast. No arbitrary timeban should be placed upon any type of program to radio's competitive disadvantage.

When Senator Johnson contended the people are "powerless" in their dealings with stations, Mr. Pellegrin responded that stations get more than a million letters a year from listeners and are entirely responsive to the demands and needs of their public. Senator Johnson told him that "I hope we'll have witnesses to come in and completely refute what you've just said."

Harold Fair, NAB Program Dept. director, followed with an examination of program aspects of the bill.

He argued that the broadcaster is "in tune" with his audience, and that it is undemocratic to permit the seven Commissioners to impose their own program tastes on listeners. He said the bill's revocation section includes a provision which might restrict deviation from program policies even though deviation was desirable from a public service viewpoint.

He said portions of the political broadcast sections "proscribe the station operator to an uncalled for degree" and limit access to radio time for political talks. Objecting to the proviso giving FCC authority to consider past operations when passing on renewals, he said the bill appears to accept the philosophy of the Blue Book in this respect "and in so doing constitutes a continued threat to the fundamental right of freedom of speech."

Paul W. Morency, vice president and general manager of WTIC and WTIC-FM Hartford, said the "double-time" provision relating to answers to controversial discussions could open the door "for a merry-go-round which might go on indefinitely," and thus ultimately discourage the broadcast of any discussions of public issues.

Senator White reiterated that the provision was intended to protect the broadcaster against undue demands for time, but Mr. Morency thought a better solution would be to treat each controversial subject "equitably."

The requirement on identification of speakers in discussions of public issues was seen as conducive to "immense detail" that would take up much broadcast time and in many instances be "onerous." Senator Johnson, arguing that identification would take only a few seconds, characterized such opposition as "picayunish quibbling." Later he added that the bill, if it requires identification in the detail which Mr. Morency thought, is itself "picayunish."

The WTIC manager said that if the bill makes it necessary for newscasters to identify all their sources, "those sources will dry up for radio, but not for competing media." He agreed to submit a draft of a new proposal on this subject.

Morency Cites Network Relations

Mr. Morency said, "I don't believe that contractual relations between a network and an independent station should be made the subject of legislation." He opposed the option-time provision, which he noted would permit networks to option more time than now, on grounds that it is "detrimental to the best interests of the independent stations and the service which they can render to their local area."

He said this provision is particularly important at present because there are more stations and the networks, with more to choose from, have "increased bargaining power." Present option-time rule, he said, "has worked out very well."

Campbell Arnoux, president and general manager of WTAR Norfolk, Va., said filing of detailed financial reports with FCC is unnecessary since the bill seeks to keep FCC from regulating stations' business management.

Senator White again interjected his view that, on the basis of trends, "you're verging constantly toward the public utility concept." He emphasized that he did not like to see it, pointing out that he was responsible for the present law's statement that radio is not a public utility.

Senator Magnuson asked whether there should be any "suggestion by Government" regarding rates that stations may charge, to which Mr. Arnoux said: "Definitely not."

Senator Magnuson took the position that "you're in business by public sufference and therefore there must be some regulations." Mr. Arnoux agreed, but said regulation should be "as little as possible" and always within proper bounds.

'Common Carrier' Possibilities Pointed

He said the bill should definitely forbid FCC to inquire into licensees' financial affairs or to require regular financial reports, and that any such information which is essential should be kept confidential by the Commission.

He insisted that economic implications in provisions relating to grants would transfer the matter "to a quasi-common carrier status" and that "to regulate the business of broadcasting is to invoke the powers of censorship through the pocketbook."

Mr. Arnoux said the bill would deny political broadcast time to some who have legitimate interests in campaigns; that the section on discussion of public issues is "too vague"; that political broadcasts should be permitted the day before elections, not cut off 24 hours in advance, and that "equal opportunity" for political speeches should be spelled out more precisely. He suggested that the broadcast day be divided into segments and that all periods within any given segment be regarded as "equal time."

The broadcaster, he said, should be exempt from responsibility for libel in discussion of public issues just as the bill would exempt them in connection with political broadcasts. Otherwise the licensee should be permitted to cut a speaker off the air if he departs from his prepared speech after it has been cleared for libel and slander, he added.

Mark Woods, ABC president, filed his statement but read only a portion of it. He felt that "our whole approach at this time should be not to introduce further restrictions on broadcasters but actually to re-examine the restrictions which are already on the books to determine which of them are still necessary."

He said that, assuming important distinctions between publishing and broadcasting, "our common goal should be the maximum possible equality of opportunity to serve the public in both these media." Congress should not, as a matter of policy, establish detailed rules governing radio business and programs, he declared.

He opposed mandatory separa-

(*Continued on page 104*)

White Bill Hearings

(Continued from page 103)

tion of FCC into divisions and limitation of the chairman's activities.

Any right of FCC to require financial reports except with applications for instruments of authorization, he said, should be expressly negat ved:

> If an applicant has been found financially responsible and a license has been granted to him, I see no reason for requiring him to file financial reports if the legislative intent is not ultimately to regulate rates.

Mr. Woods opposed provisions with economic implications as involving "an added element of regulation which I believe is undesirable."

He said the present Act authorizes greater penalties for broadcasters than other businessmen with respect to the anti-trust laws, and that the Act should be amended to eliminate this difference.

Equal-opportunity provisions of the bill, he declared, involve many ramifications. He thought it unwise to "spell out in detail the exact treatment which shall be accorded in various instances." He considered it desirable to specify that neither FCC nor the licensee shall censor political broadcasts and that the licensee shall not be responsible for libel.

Requirements that the sources of news be identified, he said, would make news stories "sound more like a treasurer's report or a manufacturer's bill of materials," and the specification of "important and significant sources"—which are always identified now—"would be completely submerged in the welter" of other source identifications.

Networks' Position In The Bill

He felt that no additional network regulations are necessary and noted that actually, although the bill specifies them as "network," the regulations all apply "to individual licensees rather than to the networks as such." Any rules on network affiliation, he said, "should be carried out by the Commission in the light of actual conditions as they exist from time to time in the respective broadcast bands."

The ABC president said the provision forbidding FCC to limit station ownership is "good" but that he saw no foundation for limitations based on population coverage. The proposed 25% rule, he said, would permit one group to own many stations in several small markets "whereas those serving large metropolitan markets would be seriously limited." One owner, he noted, might own stations covering as many as 28 states. He added:

> . . . if it is control of thought that is feared, or control of political opinion, it cannot be eliminated, in my opinion, on any arithmetical basis. My recommendation is that no limit as to the number of stations be specified in the Act and that the Commission fix no limit which would prevent it from deciding each application on its own merits in the public interest.

Last witness before the Subcommittee recessed early Thursday afternoon was Maurice Lynch, manager of WCFL Chicago and financial secretary of its licensee, Chicago Federation of Labor.

He questioned the meaning of several provisions and injected the question of Communists' rights to demand and receive time for discussion of public or political issues. Licensees would not be required, he noted, to grant time for material which advocates overthrow of Government by force or violence. He asked:

> Must they [the Communists, etc.] actually say they will if they can overthrow the form of Government of the U. S., before the licensee can claim the right to refuse them the use of his radio facilities?

FRIDAY MORNING

WWJ Detroit general manager, Harry Bannister, in a statement commended by both Subcommitteemen and industry representatives, urged the Senators not to be "exasperated or discouraged" by divergent industry views on the bill, and "above all, do not permit the status quo to continue."

"Nothing," he said, "could be worse than the current confusion, with bureaucracy running wild."

He recommended "simplification and clarification" of provisions relating to political and controversial broadcasts, and requested particularly that it be made clear that no station is required to carry a program discussing any specific public question. Senator White said the measure is intended to mean just that.

Mr. Bannister cited the case of WWJ, in which one Commissioner voted for "further inquiry" before renewal reportedly on grounds that WWJ refused to carry a local talk, as "a case showing how the lack of such a proviso has fostered bureaucracy."

He said he saw "no need" for the provision requiring identification of news sources, and, with respect to commentators, said "some of them get pretty big for their breeches" and probably do radio more harm than good, but that "I still don't want to see them regulated."

Senator Magnuson said he found no fault with radio's news reporting, which he said is probably "purer" than that in any other medium. But he drew a distinction between news and commentaries, asserting that commentators can emphasize what they or their employers want emphasized, to the point of "propaganda." The bill, he said, is meant to promote free speech, not limit it.

Mr. Bannister disliked "more than anything else in the bill" the section relating to time optionable by networks. While it would give the station more time for local use, he said, it will hurt "the entire radio structure." He termed networks "the heart of radio," and argued that anything weakening network service "is fundamentally bad for all radio." Present regulations, he said, are "quite satisfactory."

He proposed that the bill add a section "which would make it impossible for anyone to procure a license if that person has owned a radio station and has sold it." He said that there are "some worthy exceptions," but that "there is a lot of trafficking in licenses and apparently no one is doing anything to stop it." He suggested that perhaps FCC has been "too busy reading program logs." Senator White said he thought the Committee would be responsive to his recommendation.

Marshall Pengra, manager of KRNR Roseburg, Ore., and supervising director of KFLW Klamath Falls, evoked frequently pointed comments from the Subcommitteemen during his presentation against FCC concern with program and business matters. He urged that broadcasting be treated as other businesses.

Senator White asserted: "If you're challenging the right of Government to require financial reports from its licensees, I think you're wasting your time." He said stations, being licensed, must have regulation which is not applied to newspapers. Government, he said, has a right—"maybe a restricted right"—to look at programs in passing up stations' past operations.

Mr. Pengra, who was accompanied by other members of the NAB Small Markets Stations Committee but said he did not specifically speak for them, insisted that no actual scarcity of frequencies exists, that a grant today is "not nearly the bountiful gift" it was when there were fewer stations and available channels, and that regulation should decrease as competition increases.

Magnuson Forsees Increase in Stations

Senator Magnuson observed that although it may be possible to have 5,000 AM and FM stations in a few years, actually there won't be that many because of economic factors. Whether there are five or 5,000, he said, there must be some regulation. He warned that without regulation there will be chaos and ultimately Government ownership.

Senator Johnson, emphasizing Congress' responsibilities, told Mr. Pengra at one time that "I doubt whether you believe in representative government" or "have any confidence in Congress." Mr. Pengra denied the accusations and said he didn't think the Senator meant them.

CBS President Frank Stanton, last witness Friday morning, urged the committee to "turn radio back to the broadcasters and the public and to minimize the legitimate role of government in this field." He declared:

> No governmental rules can accomplish improvement in the industry as effectively as broadcasters themselves. The broadcasting industry, through the NAB, is now working out an up-to-date standards of practice. These efforts at industry self-help are the democratic way to correct industry abuses and elevate its standards.

He contended that "broadcasting today is only half-free," but should be "as free as the press." Differing with Senator White, he said he thought it would be "dangerous" to give FCC "further authority or any authority" in programming, and that "overall review" of programming will lead to "specific review."

Commentator Issue Raised by Capehart

Senator Capehart raised the question of "malicious, untruthful" broadcasts by commentators, which he thought was "the big question" in the minds of Congressmen. He substantially agreed with Mr. Stanton that industry itself could solve the problem better than legislation could.

The CBS chief said radio should have business rights equal to other industries, but that FCC "has concerned itself more and more with the business practices of broadcasters." He proposed an amendment specifically limiting FCC's authority to "regulate business" to a regulation of technical aspects.

He saw no need for special network rules but asked that, if Congress considers special business regulations necessary, they be specified in law, not left to FCC discretion.

Senator White said he thought "we must go much farther in regulation of radio than we have heretofore gone."

He opposed the option-time provisions as more restrictive than present regulations and said he knew of no demand for them. Senator White said the request arose from affiliates during the White-Wheeler Bill hearings. Mr. Stanton replied that he thought there was no such demand now.

The 25% coverage proposal on multiple ownership, he asserted, "is unwise and detrimental to the welfare of broadcasting." He said the potentials of growth should not be restricted and that the anti-trust laws might be applied when monopoly threatens. To his reference to anti-trust actions in newspapers, Senator Magnuson said those laws are inadequate to treat monopoly in newspapers with a restricted geographic area.

The Senator said Congress must legislate for the future, and that there must be some "restrictive legislation." He conceded that radio now is "not anywhere near" a monopoly situation.

If statutory limits are to be

aced on growth of broadcasting, r. Stanton said, "then any per-ntage standard which is fixed" ould relate to a percentage of eterminable factors," actualities ther than potentialities, and hould not be less in percentage e than accepted lawful practice other industries."

Statements prepared for delivery fore the Subcommittee and ex-cted to be presented Friday af-rnoon included the following BC President Niles Trammell, cording to Senator White, will pear Monday):

Kobak Urges Faith in People

Edgar Kobak, president of MBS, ged the Committee on Friday to t more faith in the ability of the merican people to decide what ey like in radio and enforce their cisions rather than permit the rogation of such authority to a ngle government agency.

He declared that if radio were bad as its detractors claim stening audiences would soon van-h. In addition, he claimed, the in-ustry itself is continually seeking improve its own programs and making notable progress without e necessity of Blue Book super-ision.

"Program control by public opin-n" should be the aim of both in-ustry and Congress, he continued, t the White Bill does not accom-lish this purpose. On the contrary, asserted, the bill "actually con-rms and ratifies the very prac-ces by which the Commission has adually been edging into control the programs broadcast by radio tions and into control of their siness practices."

He termed the presence in the hite Bill of sections relating to litical broadcasts, discussions of blic questions, identification of ws sources, and false accusations "somewhat puzzling . . . since I ow of no current abuses war-nting the new and drastic re-irements which certain provi-ons of these sections would im-se on radio broadcasters."

He particularly criticized that rtion of the political section hich prohibits political broadcasts ring or for 24 hours in advance an election. This, he said, not ly puts broadcasting at an "un-rranted disadvantage against e press but it wholly ignores and llifies radio's tremendous capac-y and efficiency in stimulating ic responsibility and causing tizens to vote."

He placed particular emphasis on detailed criticism of the network gulations contained in the pro-sed legislation.

Joining with the NAB and other twork officials he attacked pro-isions which:

1. Change option time from ree out of five hours to two out three;

2. Limit ownership to 25 per nt coverage;

3. Make broadcasters subject to revocation of license under the Anti-Trust laws.

These questions, he concluded, "lead inevitably to one big question: Shall freedom of the air be preserved?"

"I submit that the freedom to speak and to listen is no less sacred to the American than the freedom to write and to read," he continued. "By virtue of technological developments already accomplished and being improved, freedom of the press and freedom of the air give promise of merging into one and the same freedom within the not too distant future. At this state, the defense of freedom of the press alone is the tragically thoughtless and futile defense of a Maginot line."

Ream Asks Equal Treatment of Radio

Joseph H. Ream, CBS executive vice president, based his entire testimony on the premise that "radio should be treated on an equal footing with the press . . ."

Thus, he proceeded, "if radio broadcasting's equal status with the press is to be given statutory recognition, it becomes inappropriate to attempt to provide special rules for network broadcasting in the statute."

He endorsed the bill's division of the Commission into two sections, which he said would free broadcasting from the "influence of public utility concepts." He objected, however, to rotating members of the Commission between the two divisions, on grounds that a member should and could become familiar with only one phase of communications. He stated in addition that "it may be inappropriate to confine the duties of the Chairman of the Commission to that merely of an executive officer."

He joined with a majority of the broadcasters who testified in protesting the application of the present law with respect to the anti-trust laws to radio stations. "At the present time, they are subject to a death sentence," he asserted, "if a court should find that they have violated the anti-trust laws." A broadcaster's license can be summarily revoked without appeal if he violates the anti-trust laws. This is unique in industry—no other group is subject to this final penalty.

He also protested the type of information which the FCC is permitted by law to require from applicants. He maintained that the Commission places an obviously undue emphasis upon information relating to programs, and that this is inconsistent with equal treatment of broadcasting under the law.

Mr. Ream's statement was supplementary to that of Frank Stanton, CBS president.

NATIONAL NETWORK HOOPERS

DAYTIME

Program	No. of Stations	Sponsors	Agency	Hooperating	Year Ago Hooperating	+ or —	Year Ago Position
1. Our Gal, Sunday	79	Whitehall Pharmacal Co.	Dancer-Fitzgerald-Sample	6.8	5.6	+1.4	10
2. Ma Perkins (CBS)	76	Procter & Gamble Co.	Dancer-Fitzgerald-Sample	6.4	5.7	+0.7	7
3. Romance of Helen Trent	78	Whitehall Pharmacal Co.	Dancer-Fitzgerald-Sample	6.4	5.3	+1.1	16
4. Young Widder Brown	144	Sterling Drug Inc.	Dancer-Fitzgerald-Sample	6.2	5.8	+0.4	5
5. Portia Faces Life	87	General Foods Sales Co. Inc.	Young & Rubicam, Inc. Benton & Bowles, Inc.	6.1	6.4	—0.3	2
6. Aunt Jenny	45	Lever Bros. Co.	Ruthrauff & Ryan, Inc.	6.0	3.3	+2.7	42
7. Stella Dallas	144	Sterling Drug Inc.	Dancer-Fitzgerald-Sample	6.0	5.8	+0.2	6
8. Breakfast in Hollywood (Kell.)	232	Kellogg Co.	Kenyon & Eckhardt, Inc.	5.9	5.4	+0.5	13
9. When A Girl Marries	76	General Foods Sales Co. Inc.	Young & Rubicam, Inc. Benton & Bowles, Inc.	5.8	6.5	—0.7	1
10. Young Dr. Malone	45	Procter & Gamble Co.	Compton Advertising Inc. Dancer-Fitzgerald-Sample	5.6	6.0	—0.4	3

EVENING

Program	No. of Stations	Sponsors	Agency	Hooperating	Year Ago Hooperating	+ or —	Year Ago Position
1. Radio Theatre	152	Lever Bros. Co.	J. Walter Thompson Co.	23.4	16.4	+7.0	5
2. Screen Guild Players	152	Lady Esther Sales Co. Inc.	The Biow Company	19.6	16.2	+3.4	7
3. Bob Hope	130	Pepsodent Div.-Lever Bros. Co.	Foote, Cone & Belding	19.1	26.0	—6.9	1
4. Red Skelton	157	B. & W. Tobacco Corp.	Russel M. Seeds Co., Inc.	18.4	19.5	—1.1	3
5. Fibber McGee & Molly	144	S. C. Johnson & Son, Inc.	Needham, Louis & Brorby, Inc.	16.9	18.5	—1.6	4
6. Walter Winchell	216	Andrew Jergens Co.	Robert W. Orr & Associates, Inc.	15.3†	20.1†	—4.8	2
7. Fred Allen	145	Standard Brands Incorporated	J. Walter Thompson Co.	15.0	16.3	—1.3	6
8. Mr. District Attorney	134	Bristol-Myers Co.	Doherty, Clifford & Shenfield, Inc.	13.8	15.9	—2.1	8
9. Bing Crosby	238	Philco Corp.	Hutchins Adv. Co., Inc.	13.5	--	--	--
10. Bob Hawk	155	R. J. Reynolds Co.	Wm. Esty & Co., Inc.	12.2	9.4	+2.8	41
11. Take It Or Leave It	162	Eversharp, Inc.	The Biow Company	11.7	15.5	—3.8	9
12. Joan Davis	145	Lever Bros. Co.	Young & Rubicam, Inc.	11.7	--	--	--
13. Eddie Cantor	144	Pabst Sales Co.	Warwick & Legler, Inc.	11.6	13.3	—1.7	13
14. Manhattan Merry-Go-Round	141	Sterling Drug Inc.	Dancer-Fitzgerald-Sample	11.6	11.9	—0.3	20
15. Your Hit Parade	160	American Tobacco Co.	Foote, Cone & Belding	11.4	12.5	—1.1	16

† Includes first and second broadcasts.

VINTON B. IMES DIES IN MISSISSIPPI AT 58

VINTON BIRNEY IMES, 58, organizer of Columbus (Miss.) Broadcasting Co., died Wednesday at his Columbus home after a heart attack. He was owner and publisher of the Columbus *Commercial Dispatch*. Radio properties included WCBI Columbus, WROX Clarksdale, WELO Tupelo and WMOX Meridian, all in Mississippi. He was the father of Maj. Birney Imes Jr., owner of Mid-South Network.

Mr. Imes entered newspaper work in 1912. He was assistant to Secretary of State Cordell Hull at the Havana foreign affairs conference in 1940 and an American press representative at the Inter-American Conference at Mexico City in 1945 as well as the San Francisco United Nations conference. In 1936 he was named a colonel on the governor's staff of Mississippi and reappointed in 1944. He was former president and member of the board of Mississippi Press Assn. and director of Southern Newspaper Publishers Assn.

At Deadline ...

FREQUENCIES ANNOUNCED FOR 32 NEW FM OUTLETS

FCC Friday announced frequencies for 32 new FM stations authorized earlier this month and also specified frequencies for 11 proposed grantees in New York, Bridgeport, and Philadelphia FM cases. Assignments made under nation-wide reallocation plan adopted June 12 [BROADCASTING, June 16].

FCC also assigned new frequencies to KRFM Fresno, Calif. (93.7 mc) and WTAG-FM Worcester (96.1 mc), and said assignment of 98.1 mc to WMLT-FM Dublin, Ga. should have been included in earlier roundup of all new FM assignments (page 37). Change also authorized in allocation plan, putting Channel 241 at Worcester instead of Boston and 264 at Boston instead of Worcester.

Frequency assignments covered June 11-12 grants [BROADCASTING, June 16]. They are:

Hartford (Conn.) Times Inc., 106.1 mc; Ashland (Ky.) Broadcasting Co., 93.7 mc; Enterprise Pub. Co., Brockton, Mass., 97.7 mc; Leon Podolsky, Pittsfield, Mass., 101.5 mc; Bay City (Mich.) Broadcasting Co., 96.1 mc; Mercer Broadcasting Co., Trenton, N. J., 97.5 mc; WICA Inc., Ashtabula, Ohio, 103.7 mc; Regional Broadcasting Co., Chicopee, Mass., 100.3 mc; Pawtucket (R.I.) Broadcasting Co., 101.5 mc.

Manchester, N. H.—Harry M. Bitner, 101.1 mc; Radio Voice of New Hampshire, 95.7 mc.

Springfield, Mass.—WSPR Inc. 97.9 mc; Springfield Broadcasting Co., 101.9 mc.

San Diego—Union Tribune Pub. Co., 107.9 mc; Balboa Radio Corp., 92.5 mc.

Atlanta—Liberty Broadcasting Corp., 103.3 mc; Atlanta Journal Co., 104.5 mc; Atlanta Broadcasting Co., 97.5 mc; Wilson & Cope, 99.9 mc; Georgia School of Technology, 94.1 mc; General Broadcasting Co., 95.5 mc.

Wilmington, Del.—WDEL Inc., 93.7 mc; Wilmington Tri-State Broadcasting Co., 96.1 mc.

Providence, R. I.—Outlet Co., 95.5 mc; Cherry & Webb Broadcasting Co., 92.3 mc; Yankee Network, 94.1 mc; Colonial Broadcasting Co., 107.7 mc.

Indianapolis—Wm. H. Block Co., 97.1 mc; Scripps-Howard Radio, 93.1 mc; Indiana Broadcasting Corp., 95.5 mc; Capitol Broadcasting Co., 98.7 mc; Indianapolis Broadcasting Inc., 92.3 mc.

Previous proposed decisions supplemented to show frequency assignments to proposed grantees in following cases:

New York—WMCA Inc., 92.3 mc; News Syndicate Co., 105.1 mc; Unity Broadcasting Corp. of N. Y., 103.5 mc; ABC, 95.5 mc; North Jersey Broadcasting Co. (Paterson, N. J.), 104.3 mc.

Bridgeport, Conn.—Bridgeport Herald Corp., 97.5 mc; Harold Thomas, 99.9 mc; Harry F. Guggenheim, 101.5 mc.

Philadelphia—Franklin Broadcasting Corp., 106.1 mc; Unity Broadcasting Corp. of Pa., 103.7 mc; Independence Broadcasting Co., 105.3 mc.

BALL SUBCOMMITTEE URGES CONTINUED OVERSEAS RADIO

SENATE Appropriations subcommittee headed by Senator Ball (R-Minn.) Friday recommended $10,000,000 for Office of International Information & Cultural Affairs of which $6,400,000 is earmarked for its overseas broadcasting. Amendment provides $4,600,000 for programming of overseas broadcasts by private broadcasters.

Part of $6,400,000 to be used for liquidation of OIC New York office. Small force would remain to supervise private broadcasters.

Walter S. Lemmon, president of World Wide Broadcasting Foundation, told subcommittee private agencies can do for $6,000,000 job done by State Dept. for $10,000,000. He said World Wide can expand from eight to 12 languages daily in two months with U. S. aid. Under Ball recommendation World Wide would receive part of $4,6000,000. NBC asks no more than present sum received from OIC.

16 NEW AM STATIONS AUTHORIZED BY FCC

SIXTEEN new AM stations—five fulltime, nine daytime and one specified hours—granted by FCC Friday. KGA Spokane, Wash., given boost from 10 kw to 50 kw directional on 1510 kc; and KGEZ Kalispell, Mont., from 100 w to 250 w on 1340 kc.

Among new AM grantees is Walter Brown, part owner WSPA Spartanburg, S. C., and WTNT Augusta, Ga., doing business as Hickory Hill Broadcasting Co., Thomson, Ga., (1240 kc, 250 w, fulltime) and William J. Wagner, as owner of Alaska Broadcasting Co., Seward, Alaska (1340 kc, 250 w, hours 5 p.m. to midnight). Alaska Broadcasting is licensee KFQD Anchorage.

The authorizations:

Middletown, N. Y.—Ernest H. Warnock, 1400 kc, 100 w, unlimited; Canyon, Tex.—Randall County Broadcasting Co., 860 kc, 250 w, day; Seward, Alaska—Alaska Broadcasting Co., 1340 kc, 250 w, specified hours 5 p.m. to midnight; Newton, N. C.—Newton Conover Broadcasting Co., 1230 kc, 250 w, unlimited; Thomson, Ga.—Hickory Hill Broadcasting Co., 1240 kc, 250 w, unlimited; Ely, Minn.—Charles W. Ingersoll, 1450 kc, 250 w, unlimited; Fallon, Nev.—The Voice of Fallon, 1400 kc, 250 w, unlimited; Laramie, Wyo.—The Snowy Range Broadcasting Co., 1340 kc, 250 w, unlimited.

Bloomsburg, Pa.—Columbia-Montour Broadcasting Corp., 930 kc, 500 w, day; Bloomsburg, Pa.—Bloom Radio Inc., 690 kc, 1 kw, day, directional; Breckenridge, Tex.—Stephens County Broadcasting Co., 1430 kc, 500 w, day; Norfolk, Va.—Western Maryland Broadcasting Corp., 860 kc, 1 kw, day; Gastonia, N. C.—Gastonia Broadcasting Service, 1370 kc, 1 kw, day; Salisbury, N. C.—Mid-Carolina Broadcasting Co., 1280 kc, 1 kw, day; St. Louis—Radio St. Louis, 690 kc, 1 kw, day; Biloxi, Miss.—Radio Assoc., 570 kc, 1 kw day.

Applications pending whereby Mr. Brown sells his WSPA holdings and buys interest in WORD Spartanburg [BROADCASTING, April 7].

FM CONDITIONAL GRANTS

FM conditional grants announced by FCC Friday for KVOL Lafayette, La., WOHS Shelby, N. C., and Continental Broadcasting Co., Atlantic, Iowa. Channel 241 (96.1 mc) allocated for use in Shelby, heretofore not covered in allocation plan. FCC meanwhile said Mayflower Broadcasting Co. had secured authority to give up Class A FM permit for Huntington, W. Va., "due to a change in the plans of the company."

WINS New York operating under reduced 10 kw power instead of 50 kw following burned-out transformer. Station lost about seven hours Thursday.

PLUGS AT HEARING

RADIO SALESMANSHIP and showmanship held sway betimes Friday during Senate Subcommittee hearings on the White Bill. Harry Bannister, WWJ Detroit, chairman of NBC affiliates committee opposing hitch-kikes and cowcatchers, described affiliates' differences with networks as family tiffs about who is going to wash the dishes. "You don't call in a policeman to stop that," he said.

Not to be outdone, Edgar Kobak, MBS president, got in a personal commercial of his own. After observing that he was a grandfather, he interjected: "No other network president can make that claim."

LABOR BILL INFRINGES FREE SPEECH, SAYS PRESIDENT

PROPOSED restriction on political contributions and expenditures provided in labor bill (HR-3020) would be "dangerous intrusion on free speech," President Truman said Friday in vetoing bill. He said provision fails to exempt newspapers and radio stations and interferes with necessary business activities and newspapers might not be able to comment on candidates or issues.

President said bill does not distinguish between expenditures newspapers and stations make to influence results of election and expenditures made in normal course of business in connection with an election. He added: "Thus it would raise a host of troublesome questions concerning the legality of many practices ordinarily engaged in by newspapers and radio stations."

Mr. Truman went on four networks at 10 p.m. Friday to explain veto of bill. He spoke about 13 minutes. Senator Taft (R-Ohio), heard on MBS at 10:45 p.m. Earl Bunting, president of National Assn. of Manufacturers, heard on NBC at 10:45 p.m. MBS also put Phillip Murray, CIO president, on *Meet the Press* 10:15-45 p.m.

BAND ISSUE UNSETTLED

WHETHER standard broadcast band should begin at 515 kc, 525 kc or 535 kc and end at 1560 kc or 1605 kc moot questions last week as lengthy discussions by subcommittee of Committee on Allocations of Frequencies of International Radio Conference failed to produce agreement. IRC is first of three divisions of International Telecommunications Conferences in Atlantic City. Plenipotentiary conference will start in July, running concurrently with IRC. On Aug. 15 high-frequency Broadcasting Conference will open.

CLAIMING listeners might be confused by similar call letters in same area, FCC Friday granted WSSV Petersburg, Va. petition to rescind reservation of WFFV as call of authorized (but not yet operating) station of Radio Virginia Inc. at Richmond.

Closed Circuit

(Continued from page 4)

ures is tough one, and may not be solved before convention.

FCC approval Friday of acquisition by Fort Industry, Co. of WJBK, Detroit local, and sale by same company of WHIZ Zanesville local, means top-level personnel changes. Ralph Elvin, general manager of WLOK Lima, shifts to Detroit station and Bob Kerns, WHIZ manager, moves to Lima helm.

MOVE AFOOT to put full weight of agencies and advertisers behind National Radio Week Oct. 26-Nov. 1 as RMA-NAB joint committee maps plans for outstanding celebration. C. K. Carmichael, of Benton & Bowles radio staff, to be agency contact. NAB will contact AAAA and ANA top level soon to enlist cooperation. W. B. McGill, Westinghouse Radio Stations advertising manager heads committee and is sparking preliminary campaign.

LEVER BROS. (Swan soap), through Young & Rubicam, New York, considered likely sponsor of CBS-owned package *My Friend Irma* scheduled to replace Joan Davis effective June 30, Mon. 8:30-9 p.m.

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

"...as unplanned as a— hiccup!"

ARTHUR GODFREY

"The Huck Finn of Radio"

...but thousands in Eastern Iowa do plan to hear Godfrey and all those top CBS stars – via WMT, of course!

The Arthur Godfrey Show three times a week . . . and then, by gosh, he's back again on Friday night with "Talent Scouts". "One Man Show" Godfrey is another CBS-reason-why WMT has the Number One following in this great big, important Eastern Iowa area. Put your finger on your client's sales map and you'll quickly grasp the idea how WMT can do an over-all sales job for you. Here is coverage combined with an assured top listening audience.* Get the facts now—and get on WMT. Our story is a big one to tell—an important one to hear. Contact your Katz Agency man at once.

WMT

Cedar Rapids

BASIC COLUMBIA NETWORK

600 KILOCYCLES 5000 WATTS DAY AND NIGHT

MEMBER MID-STATES GROUP

1,131,782 persons within our 2.5 MV line